

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CIII, No. 5

NEW YORK, MAY 2, 1918

10c A COPY

Via WESTERN UNION

SOMEWHERE at sea, the Western Union cable ship "Lord Kelvin" is helping to maintain uninterrupted communication with Europe. The people at home must be kept informed.

In Revolutionary times it took days for news of a battle to travel 100 miles—weeks for any news to come from abroad. But today the cable and the

telegraph make it almost a matter of minutes.

And Western Union speed and efficiency are employed in guiding and directing the enormous business of a mighty nation. Its service is within reach of all the people—flashing information, sending money, overcoming the barrier of distance.



*Our advertising resources have been at
the call of this world-wide organization
for many years.*

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

ADVERTISING IN WAR-TIMES

FEDERAL Directors have had long and successful experience in initiating, developing and merchandising advertising in nearly every line of business.

Federal purposes are not satisfied by merely relying upon past achievements. Changed conditions demand new ways of applying fundamental principles.

A Federal Director has just made a trip to the Pacific coast gathering information at first hand from manufacturers, merchants, bankers, farmers, publishers and salesmen; all of which is most valuable in the application of advertising to war-time needs.

The Federal Problem Table is at the service of every advertiser who wishes to make his business serve the greatest public need.

*"Put it up to men who know
your market"*

FEDERAL
ADVERTISING AGENCY, INC.

6 East Thirty-ninth Street, New York

30 North Michigan Ave.
Chicago, Ill.



Consultation
without charge
or obligation

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N.Y., POST OFFICE, JUNE 29, 1893

VOL. CIII

NEW YORK, MAY 2, 1918

No. 5



Japan Active but Not Dangerous in American Market

Like Americans in Other Countries She Is Hustling to Sell Her Goods
Here—Why Japan Needn't Be Feared

ON the face of the thing it looks as though Japanese manufacturers were rapidly overrunning the American market.

The impressive invasion is not limited to increased quantities of silks, porcelains and other products which we have always been accustomed to obtain from the Land of the Rising Sun and in the production of many lines of which the Japanese probably excel. Japan has gone further than this. She has recently been flooding the American market with her matches, toys, brushes, buttons and the like.

But Uncle Sam's trade experts at Washington refuse to be alarmed over the prospect. At the headquarters of the United States Tariff Commission and at the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce the situation with respect to Japanese competition is being very closely watched, but at neither institution, nor at any of the other governmental offices that come in contact directly or indirectly with this problem, has the reporter of PRINTERS' INK been able to discover any feelings of uneasiness.

It is conceded that Japan has strengthened herself industrially and commercially to a tremendous extent since the outbreak of the world war, just as the United States had done prior to her entry into the conflict. It is not only possible but probable that the ef-

fect of this expansion will be to render Japanese competition more formidable in many of the foreign markets where, under normal conditions, American goods have had extensive sale. Indeed, stories are already coming to Washington relative to the foothold that has been gained by Japanese cotton goods in African and Asiatic markets where "Americana" textiles were literally currency of the realm and where American trade names such as "Cabot" had become generic terms. However, Japanese invasion of the American domestic market is quite another matter according to the official view at Washington.

Under the analysis of the most competent judges, some of the circumstances that have appeared most disquieting to American business men are shorn of any significance whatever. Take, for example, the importation into the United States from Japan of such articles as cotton duck and optical glass. According to the best information, trade in such lines, far from being disconcerting, has actually been encouraged by the American Government owing to the exigencies occasioned by the war. In the official view it is merely a temporary condition, and as such is of only passing interest.

With reference to the classes of goods such as cheap toys, safety matches, buttons, etc., where Japanese products have supplanted German and Scandinavian goods,

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it is the expectation of the Federal specialists that the Japanese will be able to hold this trade after the war. But that is not regarded as an occasion for any alarm, because American interests are not involved to any considerable extent in this competition and are not likely to be. That is true likewise of the various forms of art wares in the fashioning of which the Japanese, with their manual dexterity, have always had an advantage.

Opinion at Washington with respect to Japanese encroachment upon the American domestic market is so nearly unanimous that it is easy to present a composite view. The calculation of all the forecasters is that American producing interests, fortified by that inventive skill which is our greatest national asset, have absolutely nothing to fear from Japanese competition within the United States. Japanese competition, they hold, where any element of quality is involved, must be solely a price competition. Obviously the Japanese possess a certain advantage in any industry, such as button manufacture, where the expense of hand labor represents more than fifty per cent of the total cost of manufacture or where, as in the case of the fashioning of cheap toys, there is involved a household industry in which children may participate as helpers along with their elders. Similarly, Japan's low labor costs give her an equivalent advantage in industries where the operation of factories twenty-four hours a day on two shifts is accounted advantageous.

Set over against these conspicuous advantages are limitations which, it is felt, must forever bar Japanese manufactures from the sections of the American market where they come squarely into competition with American products. Chief among the limitations is lack of traditional and actual technical skill, and this is said in no critical spirit, for Japan has lacked the fine technical training facilities such as exist in this country. In spite of their imita-

tive faculty and a certain artistic knack, the Japanese cannot be said to possess technical skill in any considerable degree. It was the lack of this technical skill, coupled with a lack of capacity for business organization, that in the days before the war placed Japan at such a disadvantage in the international markets with respect to Germany—the country among the great trading powers that most nearly approximated Japan in cheap labor conditions.

In any entry into the markets of the North American continent the Japanese, if they assume a competitive role, must pit themselves against American capacity for business organization, a faculty that is developing rapidly all the while. As a matter of fact, Japan finds of little assistance to her progress in the American market the one form of strategy that has been her chief asset in her trade expansion in Asia. This is her success in developing her own outlets for manufactured goods. The ability of the Yankees of the Orient to send into Manchuria, for instance, Japanese who will open their own stores designed to handle exclusively goods of Japanese manufacture may have been a factor, we must suspect, in crowding American goods out of some Eastern markets where they formerly had a foothold, but this is manifestly not an element that confers any advantage upon the Japanese in distribution within the United States.

NO OCCASION FOR UNEASINESS

Some of the changes in the course of American trade that are regarded by the public at large as Japanese spurts are found by a study of the statistics at Washington to be encroachments of very gradual growth. A case in point is the trade in tea. When one notes in the "Summary of the Foreign Commerce of the United States" the extent to which our imports of tea from Japan increased in 1917 over 1916, the conclusion is apt to be that the war is turning trade currents into wholly new channels. As a mat-

**an Advertisement is
strong in proportion
to the strength of
the publication that
carries it.**

**The
Christian Herald**

**75% Circulation in towns
under 10,000**

Bible House

New York

ter of fact, Japan has been for fully ten years past steadily tightening her grip on the American market for tea at the expense of China, the traditional source of this essential. Similarly, Japanese safety matches were coming into the United States before this country entered the war, and as a matter of fact Japanese manufacturers of matches held a series of conferences considerably more than a year ago with the object of improving the quality of their product for fear that they would lose their American trade.

When American manufacturers of brushes, notably representatives of the Florence Manufacturing Company, of Florence, Mass., recently stated to the United States Tariff Commission that they had no fear of Japanese competition, there was afforded evidence that the confidence expressed in governmental quarters is shared by manufacturers. Imports of Japanese brushes have increased tremendously since the outbreak of the world war, but the feeling in the trade is that this is only a temporary disturbance of market conditions and that if any market remains permanently it will be restricted to brushes of a cheap grade. In the case of silk, on the other hand, Japan is, as one Federal specialist put it, "coming strong" at the expense of France and other former sources, but in noting Japan's sales to us of silk fabrics, woven in the piece—a jump from something over \$4,000,000 in 1915 to well above \$6,000,000 in 1916 and then to nearly \$11,000,000 in 1917—it must be borne in mind that a portion of this increase is accounted for by the increased price of the goods.

While the fact sounds no alarm for American business men, there is bound to be considerable interest in the circumstance that the current remarkable expansion of Japan's export trade is almost entirely in the sphere of wholly-manufactured goods. Prior to the war the distinguishing characteristic of Japanese export trade seemed to be the steady increase in the sales of partly manufac-

tured articles such as raw silk, tea, isinglass, etc. Since the war, however, the conspicuous increase has been in wholly-manufactured goods. Cotton fabrics, which have supplanted American sheeting, etc., in some markets once strongly held, and have even, in some forms, invaded the United States market, are most largely responsible for the manner in which Japan's credit balance has been run up through the sale of fully manufactured goods.

American newspaper readers might readily gain the impression that Japanese toys constitute the heavy artillery of any Japanese invasion of the American market that is in progress, but as a matter of fact Japan's sales in the American market of cheap playthings do not represent anything like the actual or proportionate increase in the sale of bottles and other glass manufactures of Japanese origin. Buttons, as has been said, constitute one of the lines which the Japanese are seeking to appropriate as their own and they apparently have an eye to the American market in their development of paper novelties. Oddly enough, with all the interference with the flow of goods from the Oriental rug markets, the Japanese have not been able to enlarge their sales of mats and matting, but they have doubled in a year their sales of certain classes of knit goods to the foreign trade and they are expanding at no slow rate in the manufacture of leather goods, umbrellas, pottery specialties, etc.

AMERICAN FACTORIES IN THE FAR EAST

At Washington, just now, the liveliest question of the hour with respect to Japan has to do not with the possible permanent invasion of the American market by the Japanese, but with the policy to be adopted with respect to the establishment of American-owned factories in Japan or China. Here we uncover the very latest and one of the most interesting angles of American preparedness against conditions after the war. Follow-

Speaking of Responsiveness

ON a season's check-up of the advertising returns by one of the largest mail order houses in the country, **THE AMERICAN WOMAN** stood *first* in cost of orders and *third* in cost of inquiry. The advertising appeared in *fifty-two* publications.

The merchandise was women's wearing apparel.

We submit this as being of interest not only to mail order advertisers, but also to publicity advertisers who wish to reach a *responsive* audience of women living in small towns, and constituting a tremendous buying potentiality.

THE AMERICAN WOMAN

Circulation 500,000
Guaranteed Net Paid

Applicant for Membership in A. B. C.

Western Advertising Office
W. H. McCURDY, Mgr.
30 N. Dearborn Street, Chicago, Ill.

Eastern Advertising Office
WM. F. HARING, Mgr.
Flatiron Building, New York

The place which the nation as a whole will occupy in the competition of the world will be determined by the intelligence of the survey which each individual American manufacturer makes of his own business *now*.

THE American manufacturer has been quick to take advantage of every mechanical development in the methods of production. When it comes to large scale selling, few manufacturers have approached the subject in the same intelligent way.

In selling, as in manufacturing, the man who allows any single step in the process to consume a part of the total cost which could be expended elsewhere to better advantage, deliberately

handicaps himself in the competition with the manufacturer at home or abroad who utilizes methods which cost less and are more efficient.

Now is the time to analyze each item of cost to see what share of the work that item performs.

Under the conditions which the Nation faces today, it is vital that advertising be considered in relation to

Manufacturing cost	Overhead
Jobber's discounts	Selling cost
Retailer's discounts	Profit

The percentage of the total cost which advertising represents should be in exact proportion to the work it performs or can be made to perform.



J. WALTER THOMPSON COMPANY

New York

Chicago

Boston

Detroit

Cincinnati

ing the lead of the General Electric Company, which for years past has operated extensive factories in Japan, various American corporations are considering the establishment of factories in the Orient that will enable them to take advantage of the cheap labor of the East and thereby present a stronger front to German or other competition. A prominent American banking interest has just had a man make a thorough investigation of possibilities in this direction with a view to the employment of the bank's capital in financing such factories, and there will shortly be introduced in Congress a bill providing for the incorporation of American firms engaged in manufacture and trade abroad, which, if enacted into law, will have important bearing upon this plan for bucking competition.

The question at issue at Washington just now is whether American manufacturers should be encouraged to establish their branch factories in Japan or in China. One well-organized interest in the United States is actively engaged in promoting the idea of American-inspired factories in Japan to be owned and operated jointly by American and Japanese capitalists, but **PRINTERS' INK** has evidence that all the more cautious American officials incline to the belief that China is a much better site than Japan for an American factory, and that ownership of such a factory should be kept solely in American hands.

Contrary to the supposition of some persons who have heard indefinite reports of the proposed more or less extensive American factory invasion of the Far East, the idea is not to utilize the cheap labor of the Orient to turn out goods that can be sent to the United States to enter into competition with American-made articles. Congress could be counted upon to nip any such scheme. What is planned is to manufacture under American auspices for the African and Asiatic markets. Thus one interest, that is getting ready to move as soon as the war-time embargo on such operations

by American capital is lifted, plans to erect mills for the production of cotton fabrics. It is because of the market conditions (in Manchuria, for instance) to be found at the main objectives of these transplanted manufactories that United States Government advisers are recommending factories in China instead of in Japan. As one trade expert phrased it, "Japanese trade activity in that quarter is something to be watched—not to be aided and abetted by co-operation."

Vegetable Growers Plan Advertising Campaign

Twenty-five thousand dollars was subscribed at a meeting in Philadelphia last week, to be invested in the city newspapers and other mediums to increase the use of nearby grown vegetables. The fund will probably be supplemented by another \$25,000.

The meeting was attended by seedsmen, the Philadelphia Vegetable Growers' Association, the Boosters' Club, which is the Commission Men's organization, and the Jersey Growers. W. F. Therkildson, of W. Atlee Burpee & Company, presided.

The advertising which will be used will be supplemented by information upon the cooking and preparation of vegetables, editorial comment, together with growers' and dealers' helps.

New York Agency Changes Name

The Merritt-Van Cleve Company, Inc., New York, is now known as Merritt-Johnson, Inc.

J. R. Wakeman, who has severed his connection with the agency, will be in charge of the liquidation of the Van Cleve Company. Alfred J. Johnson has succeeded Mr. Wakefield as treasurer.

New Agency Organized in New York

The Philip Ritter Company, Inc., has been organized to conduct an advertising agency in New York. The officers are Philip Ritter, president and treasurer; Philip Ritter, Jr., vice-president; John S. Norton, secretary.

Rankin Has Steger Piano Account

The Steger Piano Company, Chicago, has appointed the Wm. H. Rankin Company, Chicago, to handle its newspaper and magazine advertising.

The Providence Journal, a paper with an international reputation, is known in R. I. as the "Rhode Island Bible" because of the influence which it wields in its community.

Established as a daily in 1829 the Journal has been a leader in New England thought for nearly a century. Its prestige and influence were never greater than today.

The Providence Journal Co.

PROVIDENCE, R. I.

Representative CHAS. H. EDDY CO.

New York

Boston

Chicago

Need for Newspaper Retrenchment Becomes More Apparent

Washington Looks to Publishers to Find a Solution

WHILE there is no foundation for the rumor that the United States Fuel Administration and the War Industries Board are on the point of issuing an order calling for reduction in the size of all Sunday papers, developments of the past week have emphasized the need for more or less radical retrenchment by newspapers. Officials at Washington, feeling that they are lacking in practical knowledge of the publishing business, would prefer to have the publishers formulate, as per promise, a scheme for voluntary curtailment, but the new complications raise the question whether Uncle Sam can wait for publishers to work out their own salvation unless they hurry.

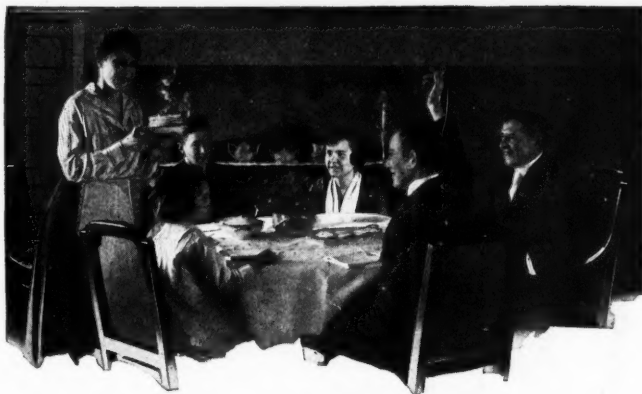
The foremost menace to the publishing industry just now is the nation-wide strike of paper mill workers that was called for May 1. The new National War Labor Board is working energetically to avoid the tie-up and P. T. Dodge, president of the International Paper Company, is scheduled to appear before the body this week. Meanwhile the presidents of all paper manufacturing companies and the presidents of the international labor unions affected have been asked by Commissioner W. B. Colver to meet with the Federal Trade Commission this week and sign an agreement to avert a strike. The Trade Commission may have a special responsibility in the crisis that impends because it is claimed that adjustment of a new scale of wages for papermakers has been retarded by uncertainty as to what price the Trade Commission will fix for print paper.

Second of the perils that are driving the newspaper publishing industry to the brink of a sudden slashing of newspaper dimensions is the difficulty of moving wood pulp from Canada to relieve the rapid depletion of newsprint

stocks in this country. A delegation of prominent newspaper publishers has within the past few days appealed to the United States Shipping Board for help to move by water some 63,000 cords of pulp wood that is required immediately. The Shipping Board has agreed, as a result of this visit, that 130 ships which will be transferred this summer from the Great Lakes to the Atlantic Ocean will be allowed to bring out pulp wood, provided the arrangement does not interfere with the movement of coal from Nova Scotia to New England.

Meanwhile new troubles have cropped up on the Pacific Coast that are disquieting to publishers in that section. Paper mills in the West face interruption to operations as a result of the heavy demands of the United States Navy for fuel oil—oil being, of course, the fuel required by the papermaking plants as well as by the warships. A delegation of Pacific Coast publishers and papermakers has just had conferences on this subject with the Secretary of the Navy and with Chairman Baruch of the War Industries Board. Unless there is speedy relief many publishers face the danger of enforced suspension of operations.

Though yet holding off to hear from the publishers of newspapers—that is for such solution of paper retrenchment problems as may be worked out by the special committee of the American Newspaper Publishers' Association in co-operation with the Commercial Economy Board of the Council of National Defense—the United States Fuel Administration is going right ahead with its effort to bring about curtailment in every section of the publishing field. To that end a conference will be held at Washington this week with the publishers of text books.



Some funny things do happen

in our family all right. Here's a fact. Last week who turns up from college late Saturday night but young Biffy—he's my older brother. Shot into my room with a whoop and banged a package at me. What's this, old kidderboy, said I. It's no April fool, said Biff. And I opened it. Well! Gee, I almost had to let out a yell!

Dad came running in. What's up, what's up, Dad cried! And I showed him Biffy's package—a box of Eatalot Pancake Flour! And, then Dad, he pretty nearly howled with laughter!

Biffy got sore, just about, then Dad told him that I had seen the Eatalot ad in *The American Boy*, too, and had brought some home as a surprise for Mother and for an "eat" Sunday morning. Biff said, Oh peanuts, Bill, you're so smart! But, Biff felt better next morning and laughed about it, too.

Well, we walloped both packages of Eatalot Pancake Flour. Mighty lucky Biffy also bought one! Because, when Mother and Father and Sissy Lou, who's engaged, and Biff, who is 19 and then me, I'm going on 17; and then comes Jimmy, he's a kid of eleven (but he's got the mumps and couldn't eat any);

then Sissy Marion who is eight—Jack is "over there" and we just think how much he'd like some, too—well, when we get a hungry spell, *good-night-pancakes!*

Get some more that Eatalot Pancake Flour. Mother, says Dad. It's great! And it was all that.

And, on Saturday I coaxed Mother to buy some Sunnysyrup I saw advertised in *The American Boy*. Jimminy, say you put Sunnysyrup on Eatalot pancakes! Me-ow! Oh, I can't write any more for thinking about it. And Biff said that was the top limit. And it was.

Billy Byer.

To be continued in the May 16th issue of *Printers' Ink*.

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in all the World."

500,000 boys read *The American Boy*.

They or their parents pay \$1.50 a year for it—buying power!

They average 15½ to 16 years old—buying age!

They have much to say about family purchases—buying influence!

The American Boy goes into 225,000 of the best homes in America—leadership!

"Where there's a boy there's a family."

Member A. B. C.



THE SPRAGUE PUBLISHING COMPANY

EASTERN OFFICE
E. S. MURTHY, Manager
185 FIFTH AVENUE
NEW YORK CITY, NEW YORK

J. COTNER, Jr., Sec'y-Treas.
DETROIT, MICHIGAN

WESTERN OFFICE
J. P. AHERNS, Jr., Manager
1412 LEXINGTON BUILDING
CHICAGO, ILLINOIS

5 cents a copy
May 11, 1918

Collier's

THE NATIONAL WEEKLY



The Two-Year Record of the WARNER-LENZ

The First Lawful Lens

Wins a Million Users and Still Holds Ruling Place

On May 13, 1916

The first announcement of the Warner-Lenz made its appearance in Collier's.

Mark what has happened since

More than a million motorists now flood their night-roads with the all-revealing light.

More than a million cars, with the mellow, glareless flood-light, set a good example to the rest.

Many great car makers—Ford, Buick, Oldsmobile—now equip with the Warner-Lenz. This list includes practically every maker who has yet selected any lawful lens.

No-Glare Lamps Multiply

Before that, countless cases of bad glare-lights—where drivers could be used. But on country roads, dimmed lights or frosted would not do.

Warner-Lenz showed that glareless light could be clear, widespread, far-reaching.

Now blinding headlights are forbidden on 21 states.

Soon, wherever you go, you will be greeted from the danger and safety.

Over 60 Other Lenses

The reflection against the glareless light of every other lens—except the light of Warner-Lenz—told the glare rays.

Warner-Lenz gives you a wide margin—dominates the field by a wide margin—dominates with over one million motorists driving behind Warner-Lenz. It has been adopted as standard equipment by more engineers than all other types together.

Why Warner-Lenz Rules

Warner-Lenz makes your full light legal under every law. This has been certified by countless authorities. Also, by every common sense appointed under any state law.

Standard Equipment on

Oldsmobile	Oldsmobile	Dodge
Standard 8	Dodge	Dodge
Cummins	McPherson	McPherson
Whelan	Packard	Packard
Ford	Reo	Reo
Lincoln	Studebaker	Studebaker

WARNER-LENZ

This is A. P. Warner, of the Warner Auto Motor Parts, and inventor of the Warner-Lenz lens.

WARNER-LENZ PRICES: \$3.50 to \$8.50 Per Pair
See of them, in the Warner-Lenz Company, in Chicago

THE WARNER-LENZ COMPANY, 914 South Michigan Avenue, Chicago

Warner-Lenz light is not restricted to 42 inches high. There are no glare-rays, no direct beams in front or behind.

Such lights overlighted just a narrow strip ahead. Warner-Lenz illumines your entire field of vision. It lights the roads and roadways, the ditches, curves and turns.

It reaches up to light the signs like railroad crossing signs. And to make the up-grade clear.

It is, the sunlight, a diffused light. So it floods the entire scene.

Blue and red of the car does not affect it, as it does all level eyes. Turning of the lens in the lamp—no beam do—cannot set the light astir. A lamp bulb served out of focus cannot disturb the light.

Warner-Lenz gives the ideal light. Without the no-glare-law compulsion, it would be the natural light.

Change Lenses Now

Almost every car now goes where glare lights are illegal. They blind you when you meet them, and they blind all whom you meet. They make night driving a constant strain. They have subjected must that you should use.

If you drove for five minutes behind Warner-Lenz, nothing could induce you to change back.

Get your dealer or write to us. To avoid mistakes, we will advise "Warner-Lenz" on the sign.

More than a Million Every Week

Warner-Lenz in Collier's

On May 13, 1916

The first announcement of the Warner-Lenz made its appearance in Collier's.

Mark what has happened since.

More than a million motorists now flood their night-roads with this all-revealing light.

More than a million cars, with this mellow, glareless flood-light, set a good example to the rest.

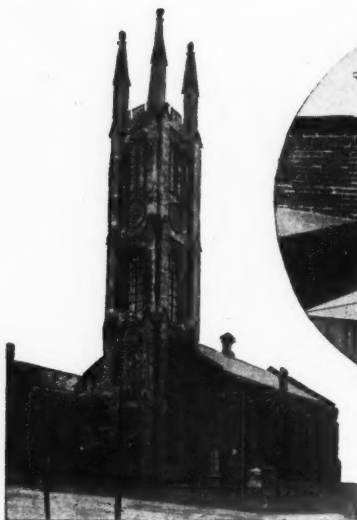
THE Warner-Lenz success is a triumph of wisely planned and wisely placed advertising—and in selling Warner-Lenz to *more-than-a-million* users, COLIER'S, the *more-than-a-million* publication, played a most prominent part. The full-page advertisement reproduced on the opposite page will appear in the May 11th issue of—

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

52
more than ~~a~~ million Every *year* ~~week~~



Edgar Allan Poe Lies in Old Westminster Churchyard

Poe belongs not to Baltimore but to the world. Several of his earlier poems were published here. He died in Baltimore October 7, 1849.

In a comparatively short number of years Baltimore's growth has been enormous. It can be measured graphically by the fact that one-time quiet, rural Westminister Churchyard has been brought almost into the center of the busy down-town district. Big industrial plants now overlook the grave of Poe. Noisy city traffic rumbles by.

But perhaps the greatest evidence of Baltimore's growth is the growth of Baltimore's largest paper—The NEWS. The average net paid daily circulation for March showed an increase of 47- $\frac{1}{4}$ % over the same month in 1916, the increase in the Sunday net paid average for the same period being 48- $\frac{1}{2}$ %.

For More Baltimore Business Concentrate In

The Baltimore News

Net paid Average Circulation April 1 to 27 inclusive

114,606 Daily; 15,153 Gain (over same period last year)

119,937 Sunday; 40,610 " " " " " "

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Wedek
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

"Bob" Murray Fears Neither Mail-Order Houses Nor Big City Stores

His Unique Advertising Copy Has Built a Remarkable Business in a Small Town—A Type Worth the National Advertiser's Attention

By S. Roland Hall

Of the Alpha Portland Cement Co., Easton, Pa.

IF a big national advertiser or a department-store advertiser were to get something like a hundred inquiries asking why his announcement was omitted from a single issue of a medium that had been used regularly he would probably feel flattered. Yet that is what happened to the Murray Company, of Honesdale, Pa., whose name is probably here made known to advertising circles for the first time.

Once in a while PRINTERS' INK has occasion to review the work of some retail merchant whose work stands out not only as an example to fellow merchants but as a study for manufacturers. The Murray Company, of Honesdale, is clearly entitled to a place in this group of distinctive retailers.

G. S. Brown, the president of our company, one day brought down to the office a little paper from his home county up in the mountains of Pennsylvania. "What do you think of this style of advertising?" said he, as he spread out the page with Murray's "Everything for the Farm News" on it. He read most of the advertisement aloud to me, enjoying the homely, sensible way in which the items were written. As the exhibits will show, the Murray Company uses a space eight to ten inches deep across three columns, devotes one-third or one-fourth of the space usually to a display advertisement of the general kind but fills the remainder of the space with well-written items about the people who have come into the store, what they are buying and what they are planning to do. My conviction as to the value of this style of advertising was instantaneous. It is the old prin-

ciple of using news value but developed in a way that is particularly well suited to the country town. The items are written breezily, neighborly and with the commercial note not sounded too strongly. I doubt that there are many country editors who could do the job so well.

Mr. Brown had enjoyed these advertisements so much that he had kept all the pages containing them. It seemed to us that there might be much in the methods of this country-town advertiser that would be of value to other dealers, and it was decided that I should make him a visit.

Honesdale has a population of about 3,000. A call on the editor of the *Wayne County Independent*—a tri-weekly—established the fact that the Murray Company was as successful in its merchandising as its advertising indicated. It is doing a business of \$150,000 a year—a very large figure for a town of that size. The business manager of the paper was glad to accompany me to the store for a talk with the proprietors.

THE NEW TYPE OF COUNTRY MERCHANT

If I had entertained any idea that the distinctive advertiser of Honesdale was a quaint country-town character, that notion was quickly removed. I had a chance to watch "Bob" Murray, who has done most of the advertising, handle several customers before we interrupted him, and those minutes showed him to be the keen, hustling, obliging type of modern merchant who would make his mark in Pittsburgh, Newark, Rochester or wherever else he might be located. He was busy but not too busy to spend an-

hour and a half with me, telling of the methods he, his brothers and brother-in-law and his helpers have used to build up the business that they to-day enjoy. He knows the opportunity of the country-town merchant and consequently knows that too few have taken advantage of the wide acquaintance that the country merchant can have.

The present style of advertising is not the only effective style that the company has used. Some years ago it ran a series of personal advertisements introducing

the force by their first names.

The advertisement headed "I tell you, boys," quoting the oldest farmer of Wayne county on Bowker's Corn Fertilizer, is just one more example of Mr. Murray's keen appreciation of what constitutes interest in advertising.

I remarked: "You have a distinctive and effective style in these news-item talks. You know it. I suppose, but I am emphasizing it. Now, I wonder how you happened to adopt this style."

"It was this way," answered Bob Murray, who did most of the talking with me. "We sell everything for the farm, which includes a great many farm implements. The John Deere people get out a house-organ and in one of the issues of this publication there was the suggestion that when Phil Brown out in the country buys a new mowing machine this is as much a news item to the country folks as when James Wilkison, Esq., up in the



"BOB" MURRAY IN THE CENTRE, HIS BROTHERS ON EACH SIDE

each member of the force and telling what each specialized on. The series went so far as to include "Helen," the stenographer and bookkeeper—told where she received her training, that her office equipment included Underwood typewriter, Burroughs adding machine, etc. "If you want to know how your account stands, see Helen," "If you like itemized statements, tell Helen," were the closing remarks in this advertisement. The central idea was to make country buyers feel that they knew the Murray family, and this series of advertisements was so successful that farmer after farmer would come in and speak to "Helen" by her first name, though they had become acquainted with her only through the advertising. Almost every one who now comes into the store speaks to the men of

residence part of the town buys a new Chalmers. The gist of the suggestion was that we should go to our local editor and get a news item inserted on that purchase. But I figured that with the large amount of farm supplies we sold we would be trotting down to the editor a score of times a week and that he wouldn't stand for that. So I thought to myself, 'Why don't we just buy the necessary space ourselves and then write up the items as we see fit?' That seemed to be the solution, and as we always carried the slogan of 'Everything for the Farm,' the newspaper suggested that we give our talks the heading of 'Everything for the Farm News.' Though he did not put it that way, the firm is really publishing a house-organ or store paper in the newspapers. The two papers of the town are used.

He went on to tell me that the eight members of the selling force make memoranda of all sales and turn in the kernel of the item to the office where the copy is whipped into shape by Bob Murray and the stenographer and bookkeeper member of the organization.

The best way to convey an understanding of what the copy is, is to quote some of it. As far as I know this copy is unique—and by that I mean *unique*, there's nothing else like it anywhere, as far as I know. As you read it, don't sneer at its small-town newspaper style. That style explains many things about the record this store is making. Here are some of the paragraphs from the copy:

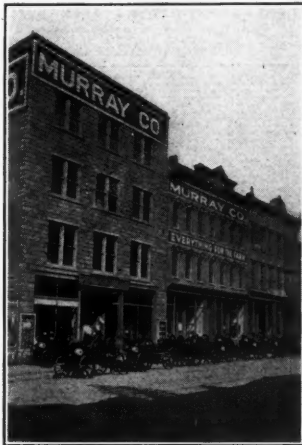
"O. F. Bone, of South Canaan, wanted a good set of one-bench bobs for lumbering. We had the bobs and he had the money, so we made a sale in a minute."

"You just bet we are going to have our 'Big Spring Opening.' We don't care if sugar is scarce and high in price. A little thing like that don't stop us. The big days will be March 20-21-22-23. Mark them on your calendar so you don't forget. It's going to be a big party and one treat. You are invited. Mark those dates on your calendar right now before you read any further."

"The printers are now working on our big spring catalogue which will be mailed to you about March 1st. We are going to have a real catalogue this year. You know it takes time to learn how to do a new job well. We don't know very much about it yet, but we do think you'll like this new catalogue. Shipments by railroad are going to be very slow and unsatisfactory this year so we have anticipated your wants by purchasing very heavily. We have unloaded car after car of plows, harrows, cultivators, mowers, rakes, reapers and binders, as well as a good stock of repairs, so that when the robins begin to flutter about we'll be all ready for you. Our new spring catalogue will tell you all about it. If you don't

get your copy by mail, call or write us."

"In order to carry out the policy of 'Service for Customers,' which the Murray Company advocates, Jake spent last week at the factory of the Empire Cream Separator Company, of Bloomfield, N. J., to become more familiar with the construction of the Empire mechanical milkers and cream separators. It is a long time since Jake worked at the bench, but he said it seemed quite natural. His case was some-



THE MURRAY ESTABLISHMENT, WITH LONG LINE OF FARM IMPLEMENTS AT THE STREET CURB

thing like the fellow who hadn't had an opportunity to swim for a long time before he jumped from a torpedoed steamer. He floundered around for a time, but soon caught on. So did Jake, although the foreman said that he did not notice any increase in the day's production. The Empire company employs 350 people. About 200 are engaged in the manufacture of milking machines. It is interesting, especially when you know, the material used is very expensive. This means economy at every angle. The pails are made of german silver, which are

cut out from sheets and then put through the shaping machine. It is then put together with an electric riveter. The bottom is put in and is ready for the polisher. The covers are die cast from white metal, first copper plated and then nickel plated. All pulsator parts are made of the same material as the covers. The superintendent told Jake they didn't need any air for the blast furnace as that was supplied with a steam

"H. J. Lillie, of Clinton, is remodeling his dairy barn. Of course he is using our Star Stanchions, which make the cows so happy. Mr. Lillie sent us a few of his celebrated Wolf River apples and believe us they are some fruit. Five of them weighed 4½ pounds. Who can beat this? If you can, bring them in. (This is the way the editor hopes to get his winter's supply.) Mr. Lillie reports a small crop but very fine quality."

"Did you buy a Liberty Bond? If not, it's time to get busy. Everyone about the store is going to buy at least a little one, and if you have not come across yet, just come in and join us and we'll go up and take a couple of shots at the Kaiser. We have enough German blood in our veins to appreciate the many good qualities of our fine German-American citizens, but this Kaiser rule or ruin business must be stopped and we want to help old Uncle Sam do the trick. Are you with us?"

"Claude Stanton, of Waymart, is very much up in the air these days (in his apple trees) pulling Baldwin and Northern Lady says his apple crop is the easiest money on the market. He will have about 1000 bushels of fine sprayed fruit. Good money in apples. Give the old orchard a good thinning. The difference in yield of good thinning and the usual crop is just one of the reasons barrel sprayers and pumps are cents per tree for material. A hint to the efficient."

"We have just unloaded an-
(Continued on page 80)

EVERYTHING FOR THE FARM NEWS

(BY THE ASSOCIATE EDITORS)

Published by MURRAY CO., Honesdale, Pa.

Pitcher Spout Pumps

Suitable for wells and cisterns up to 70 ft. in depth. Substantial design, highest quality. Revolving top allows handle to be placed at any side of pump. Connection for iron pipe, 1½ inch.

Fig. 2054. No. 24 in cylinder

Price \$1.75

No. 234 in cylinder

Price \$2.00

—Ray, King of Preston Park said that it made him hard to see cows with their heads stuck through a board fence all winter, and he often wondered how the cows felt. He tore out the whole business and he needed 18 good young stanchions with malleable top bar and bottom, hard maple stands and good lugs so they would stay where you put them. We had the goods and shipped Ray his stanchions in a morning.

—Geo Meyers of Texas and Paul Wavemahak of Waymart, Pa., have purchased Hamburg potato diggers. This is the digger with the long chilled shoe which makes it run as level as a glow. With each digger we supply extra point. The Hamburg sells for \$16.00.

—If you happen to be hunting rabbits near Maplewood this Fall do not imagine that the woods are full of huns. It will just be the crack of the new 3 M. & M. Mercuries engines purchased by G. W. Collins, J. R. Collins and Fred Meyer. Fred also purchased one of our wood laws.

Murray Co has enlisted a few more good operators for the Deckham stone line. Mrs. Wesson of Seaside will operate a No. 8 Parr Deckham with roadman Joe Seibert No. 17 Wayne Co Oak Heater, Ed O'Hair No. 17 Wayne Co Oak Heater, Ed

—Harry Keen of Waymart is going to get all the value out of the corn stalks he raised this year with a 24-hp Hercules engine and Massey cut-

ser he will at least double the value of the statue as a food. We guarantee that anyone purchasing one of the above items will never have to buy fish food for his cove.

—It looks as if A. F. Cline of Preston Park were going to recruit a Western Washer regiment. Go right to it A. F., we will ship them to you as fast as possible.

—Harvey Gann beat us to it on Monday morning. At 9:50 Harvey was

waiting at the store for a truck load of
beef steaks. It is wonderful how
things change. I remember the time
when Harvey went to bed at daybreak
and now it seems to be the time to

—Coe Young of Becker purchased 20 of our adjustable wood stanchions. If you happen to be near Mr. Young a farm and you want to see a barn full of cows that will make you sit up and

—Arthur Dietrich of Arlington was a visitor at the Big Store last week. His bushel crates were shipped on the 9th. They should be at Anac at this time.

MURRAY CO.

Everything for the Farm

Honesdale, Pa.

THE STYLE USED IN THE MURRAY NEWSPAPER
ADVERTISING

blower, and the office was pretty well ventilated at all times, so he had better spend his time in the assembling department where the pulsators are put together and tested. The pulsator is called the heart of the machine. It regulates the suction and release and must work accurately at all times. The Empire company is equipping its milkers with a new pulsator called the supersimple and it is everything that the name implies. It consists of one disc, two valves and stem and is so simple it seems about impossible to get out of order."

down the Baldwins and Northern Spies. Claude says his apple crop brings in the easiest money on the farm. He will have about 1000 bushels of fine sprayed fruit. There is good money in apples. Why not give the old orchard more attention. The difference between a nice yield of good salable fruit and the usual crop of wormy apples is just one of our \$19.00 barrel sprayers and about five cents per tree for spraying material. A hint to the wise is sufficient."

"We have just unloaded an-
(Continued on page 80)

SPEEDING UP PRODUCTION

To *save* is a vital necessity in America today.

There is but one thing of greater importance than conservation and that is *to produce*.

The enormous strain of demand for the things that will win the war—ships—ordnance—airplanes—ammunition—can be met only by highly organized production.

At bottom the problems of meeting this demand are problems which engineering skill must answer.

A dependable journalistic service specializing in his particular problems is as vitally essential to the engineer today as an effective intelligence department is to the commander of an army.

McGraw-Hill Engineering Publications are rendering that vital service.

McGraw-Hill Publications

Serve a Buying Power Aggregating Billions of Dollars Annually

Power

Coal Age

The Contractor

Electrical World

American Machinist

Engineering News-Record

Electric Railway Journal

Electrical Merchandising

Engineering and Mining Journal

Metallurgical and Chemical Engineering

Members of Audit Bureau of Circulations

AND IT'S JUST THE SAME IN DUBUQUE

When you hear the expression a "nation-wide circulation," it is difficult somehow to visualize it.

The word "nation-wide" may call up an image of a gay-colored map of the United States, or trans-continental railroads or thronged cities, small and large.

But let's look for a minute at Amos Jenkins in his home in Rochester, New York.



Amos is an up and doing young man around thirty-five who has made more money lately than he ever made before. He has contributed some of it to the Red Cross and some of it to the Y. M. C. A., and he's bought Liberty Bonds and still he has a bigger surplus than ever, in spite of the soaring prices of the little Jenkins's boots and Mrs. Jenkins's hats and his own favorite pipe tobacco.

Of course Amos has to work harder than ever before and of course when he gets home at night he's more tired than he used to be. But there's a moving-picture house down the street that sees a good deal of the Jenkinses these days. Amos likes pictures just about as much as Amos, Jr., and Mrs. Jenkins, and he doesn't feel that he's doing anything unhooverishly extravagant by resting up there in the evening

and freshening his tired mind for the next day's job.

And just as he likes to see pictures, Amos likes to read about them. Of course Amos feels sometimes that it is his duty to be informed on international affairs and go through extensive articles on the shipping problem and read about the situation in Sumatra. He does this with the Sense of Duty sitting atop the reading lamp.

But when Amos has finished, he reaches over for the latest copy of Photoplay that Mrs. Jenkins has just finished and lies back and reads it straight through from cover to cover—from cover to cover.



So it comes to this. Is Amos Jenkins of Rochester, with new money and plenty of it, the man you are anxious to reach? Haven't you a story to tell to Amos and young people like him the country over at that time in their lives when they are most willing and most able to spend?

There are 200,000 Amos Jenkinsons with a common absorbing interest—the contents of Photoplay. Good idea to make your advertising part of these contents.

PHOTOPLAY

Let the name stick in your mind; it's imitated

W. M. HART
ADVERTISING MANAGER
350 NORTH CLARK ST.
CHICAGO

NEW YORK OFFICE, 185 MADISON AVE.

Modern Improvements On Minnesota Farms

An investigation among the members of four cow testing associations in Minnesota discloses these interesting facts:

There are 140 farmers in these four associations. They are milking 2,190 cows.

64 of the farmers have new modern barns. The others have good barns.

106 of these farmers have modern steel stanchions.

17 farmers have electric lighting systems.

41 farmers have milking machines.

There are 145 silos owned by these 140 farmers.

57 of them have water supply systems.

Practically every member of these four associations is planning more improvements this year—the improvements ranging from new stanchions and new milking machines to new barns, and their plans are typical of the plans for improvements this year on all the prosperous farms of the Northwest.

Prices of building materials are high. But the net incomes of Northwestern farmers have increased faster than commodity prices have increased.

The farmers of Minnesota and the Dakotas realized twice as much for their 1917 crops and live stock products as they had ever realized in any previous year.

The Farmer reaches seventy per cent of all the members of the cow testing associations in Minnesota, and its circulation among this group of "better-than-ordinary" farmers is typical of its entire circulation in the Northwest.



Webb Publishing Company, Publishers
St. Paul, Minnesota

Western Representatives,
Standard Farm Papers, Inc.,
1341 Conway Building,
Chicago, Ill.



Eastern Representatives,
Wallace C. Richardson, Inc.,
381 Fourth Avenue,
New York City.

Average total circulation January 1, 1918, to April 1, 1918,
140,542

Good Assistance Given Division of Advertising

Committees That Are Co-Operating Report at a Dinner in New York—Distribution of Advertising Officially Prepared Has Covered Each of the Federal Reserve Districts.

A DINNER was held at the Advertising Club in New York on April 23, which was attended by sixty members of committees which are co-operating with the Division of Advertising of the Committee on Public Information. Two war talks were given, one by James H. Baker, a member of the committee of nine sent abroad by the Liberty Loan Committee to observe conditions at the front; and the other by Colonel Frank S. Evans, of the British Army, who, after serving three years and two months in the war zone, and being wounded twice and gassed once, was invalided out of service three weeks ago.

Charles Dana Gibson, chairman of the pictorial publicity committee, told of the work done by the artists of the country in behalf of the Liberty Loan, the Red Cross and other money raising activities of the Government. O. C. Harn, on behalf of the Division of Advertising, presented figures showing the number of pieces of copy that had been prepared for the different publications and the circulation of these mediums. Collin Armstrong, of the American Association of Advertising Agencies, said that the agents had thus far prepared 182 pieces of copy, which had been run in space occupying 4,189,000 lines in various publications. All eleven of the Liberty Loan districts have drawn upon the committee for advertising copy. Cleveland sent a messenger to New York for material to be used in its local campaign. Within two hours after he arrived he was supplied with all the copy he needed in the form of mats and was on his way back to Ohio.

W. H. Lee, of New Haven, of the directory publishers' division, told what had been done in his home city to get women to work in the munition factories. W. H. Easton, of the Technical Publicity Association, said that his committee had distributed among the workmen of various manufacturing plants, over a million copies of leaflets explaining in simple language what we are fighting for and the government's various activities. Ralph Trier, of the theatrical programme committee, said that a page advertisement of the Liberty Loan was being printed each week in forty programmes having a circulation of 350,000 copies. Rowe Stewart, president of the Poor Richard Club, of Philadelphia, said the war committee of the club had secured one page a day in eight Philadelphia newspapers for thirty days and had turned \$30,000 into the fund.

Other speakers were Frank B. White, of Chicago, managing director of the Agricultural Publishers Association, Harry Levy, of the committee on motion pictures, H. H. Cooke, of the printing division, and Frank Black, president of the Pilgrim Publicity Association, Boston.

Canada's Victory Loan Advertising

Figures are now available relating to the Canadian Victory Loan. The total cost of advertising the Loan was \$207,093, of which the amounts paid to newspapers and magazines aggregate \$164,519. Practically every newspaper in Canada, irrespective of its politics or character, got a fair share of the advertising according to its circulation. The larger dailies received from \$1,000 to \$3,000 each, while the smaller weeklies averaged about \$50 apiece. The most any paper received was \$3,000.

Over \$412,000,000 worth of Victory Bonds were sold during the drive.

New Advertising Manager for Victor

Ernest John has been appointed advertising manager of the Victor Talking Machine Company, Camden, N. J. He has been manager of the company's editorial department, which is now merged with the advertising department.

Bert Moses Leaves Omega Oil

BERT M. MOSES has sold his interest in the Omega Chemical Company, New York, manufacturer of Omega Oil. In reference to the sale and his plans for the future, Mr. Moses has this to say to PRINTERS' INK readers:

"I have sold my holdings in and retired from the Omega Chemical Co., of which I have been secretary and treasurer for nineteen years—that is, from its inception. My intentions are to buy and run a newspaper as soon as I can find one that fits my fancy and my 'pile.' Thus can I administer ideas to the public instead of liniment. This change appeals to me mightily because I am inherently a newspaper man rather than a dealer in panaceas. Being a cross between vegetarianism and Fletcherism, I am inclined to the notion that it is nobler to elevate mankind with the mind than with medicine.

"I began in a country newspaper office, and I expect to end my days amid the smell of rollers and the sweet sounds of clicking type. For awhile I plan to loaf around the town of Rushville, Ind., where the home folks live, awaiting the fortunes of war before doing anything final. I have been commissioned to do quite a bit of writing of an advertising nature, and will sandwich this work in with the resting spell.

"Buying a newspaper is as much of a gamble as getting married. The choice selections are as elusive as *ignes fatui*. Due warning is given here and now that any proposition put before me will go under the microscope, and the litmus and acid tests will be applied by a professor from Harvard.

"After buying advertising for nineteen years, I hope soon to be selling advertising. This should be a delightful change. I think I will enjoy taking in money more than paying it out. I have always felt the buyer took all the chances and assumed the long end of the gamble, for that is what adver-

tising really is. The buyer has to pay for advertising whether it pays him or not, while the seller gets his money, no matter which way the wind veers.

"I know all the 'tricks of buying space, so that when the seductive wiles are tried upon me as seller, the chances are they won't work. Anyhow, I am to jump to the other side of the fence, and the change will give the molecules of my mind a new form of exercise that they probably need.

"The war is going to make some mighty changes in publishing and advertising, and I am just enough of a gambler to anticipate a lot of fun and excitement while the evolution is in progress."

Loan and Second-Class Postage Zone Rates Engross Repre- sentatives at Lunch

Subscriptions to the Liberty Loan, reported through the Special Committee for Publishing and Book-selling in New York, up to last Monday, April 29, amounted to \$1,725,300, as announced by A. C. G. Hammesfahr, of *Collier's*, before the Representatives' Club at luncheon on that day.

The committee is subdivided into publishers, book-sellers, periodicals, binders and printers.

"So far the total subscriptions reported are made up as follows," said Mr. Hammesfahr:

"Publishers	\$ 499,700
Book-sellers	55,600
Periodicals	600,300
Binders	60,400
Printers	509,300

Total\$1,725,300

"The Committee for Periodicals for the Third Liberty Loan consists of Mr. Buckley, of the Crowell Publishing Co.; Mr. Cuddihy, of *Literary Digest*; Mr. Fernald, of Leslie-Judge Co.; Mr. Moore, of McClure Publications, Inc.; Mr. Parker, of The Century Co.; Mr. Lee, of Simmons-Boardman Co.; Mr. Cook, of George E. Cook Co.; Mr. Thayer, of Periodical Publishers' Association; Mr. Wilson, of The McCall Co., and Mr. Whitlock, of the Representatives' Club."

The representatives heard talks by P. W. Wilson, American representative of the London *Daily News*, and Allen Dawson, of the New York *Globe*, on war topics. Resolutions were read referring to the action taken by the A. N. P. A. and the Periodical Publishers' Association of America in passing resolutions favoring the suspension of the second-class postage zone rates until a year after the close of the war. The club passed resolutions to the same effect.

Death of Henry Nelson McKinney

HENRY NELSON McKINNEY, a member of the firm of N. W. Ayer & Son, of Philadelphia, and one of the most prominent advertising agents in the country, died at his home in New York on Sunday in his sixty-ninth year. He was born in Natal, South Africa, where his parents, who were missionaries, were stationed. He was sent to the United States to be educated.

Mr. McKinney entered the employ of the firm of N. W. Ayer & Son in 1875, and three years later became a member of the firm. During the 43 years that have elapsed since then he devoted himself entirely to its interests. His associates in business were Frederick W. Ayer, Jarvis A. Wood, Albert G. Bradford, W. W. Fry, and W. M. Armistead.

It was Mr. McKinney who originated the N. W. Ayer & Son trademark: "Keeping Everlasting-

ly at It Brings Success." He is said to have devised the name "Uneeda Biscuit" and had much to do with the development of the National Biscuit Company. Other companies to whose successful advertising he largely contributed are N. K. Fairbank Co., H. J. Heinz and Simmons Hardware Co., the Standard Oil Company, Remington Typewriter Co., Corn Products Refining Co., American Sugar Refining Co., Western Union, Western Electric Company and United States Rubber Company.

Mr. McKinney took charge of the New York office of N. W. Ayer & Son in 1911 and resided in that city until his death.

Funeral services were held at the Central Baptist Church Wednesday evening. A second service will take place at the Memorial Baptist Church, Philadelphia, this Thursday afternoon.

A more extended article on Mr. McKinney's career will appear in a coming issue.

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Draft Forces Laundries to Seek a Larger Market

With Hundreds of Careful "Dressers" Gone to War, Indianapolis Laundries Join in Advertising to Get the Home Trade—"Merchandising" Difficulties

By R. L. Jenne

WAR-TIME conditions, the departure of many young men for training camps and higher costs, necessitating a price increase for service, have so affected the laundry industry that Indianapolis laundry owners have been compelled to create a new market for laundry service. They have chosen to do this by means of a co-operative advertising campaign to acquaint the public with the facts and conditions confronting the local industry.

"The laundries have been hard hit by the departure of young men for training camps," said Wilson W. Godfrey, of the Laundry Owners' Club. "They were good dressers and patronized the laundry freely. But their removal has had a more far-reaching effect than the loss of business alone. When the young man of the family goes, the family, as a rule, suffers a loss of revenue. This loss of revenue, and the fact that the size of the family washing is reduced by his going, results in many instances in greatly reducing or stopping the laundry work coming from such a home."

To replace this loss, and to get business started toward the laundries, advertising is being used to help create a new market for laundry service in the heavier items of home furnishings, such as blankets, feather beds and pillows, quilts, comforts, bedspreads, draperies, lace curtains and rugs. The housecleaning time was considered by laundry owners as the best time for the advertising campaign.

Nearly every laundry in Indianapolis operating by power has joined in the campaign, and the expense is pro-rated among the several laundries according to the

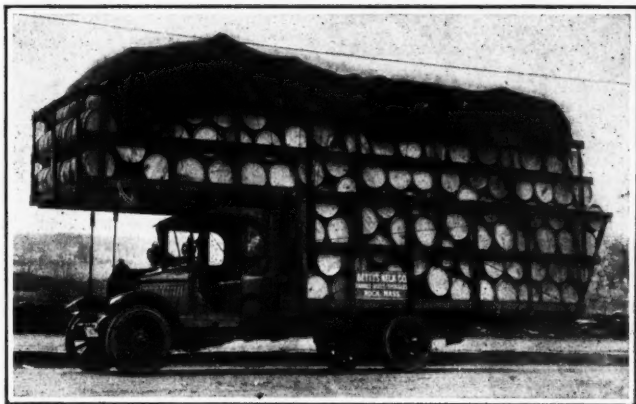
number of employees in each plant. While the National Laundry Owners' Association prorates its expense for co-operative effort by taking the number of washing machines as a basis for assessment, the Indianapolis laundry owners believe that for purely local purposes their method of pro-rating the expense is probably preferable.

The advertising appears in large newspaper space and no names are signed to it. This method was determined by the laundry owners to be the fairest and most efficient way to advertise for the whole industry and to create business for all the laundries. And in order to place all plants on the same plane it was decided that no laundry would make use of letters or printed matter to win for a particular plant any of the advantages created by the newspaper advertising.

One of the policies of the campaign is to avoid promises of unusual service. Inquiry on this point brought an expression on guarantees, which is interesting, particularly to advertisers who are accustomed to accept as law the idea that the customer is always right.

COMBATING THE GUARANTEE BY IGNORING IT

One of the reasons why promises of unusual services are being avoided is that due to unprecedented war-time conditions the standard of service may vary from time to time in nearly all plants. No guarantees are being made. Nearly all lines of business, including the laundry industry, are suffering from a serious labor shortage. The point being made is the general one, that



From Leslie's Motor Department Files

Truck advertising in the "big four" of truck mediums among the periodicals shows an increase of 21,500 lines for the first three months of 1918.

Truck advertisers have tripled their space in Leslie's so far this year—a greater proportionate gain than for any other periodical, and the second largest gain in total lines of truck advertising.

Schedules for the balance of the year in Leslie's are in even greater proportion than for the first three months.

Leslie's

Illustrated Weekly Newspaper
Established in 1855

LUTHER D. FERNALD, ADVERTISING MANAGER
New York—Boston—Chicago—Seattle

(This is the fourth of a series of intimate discussions of The Chicago Daily News by Mr. Moses. The fifth will appear in an early issue.)

The Chicago Daily News AND The Problem of "Position"

By BERT MOSES

IT will be admitted without argument, I think, that a publisher has his troubles along with the rest of us.

And perhaps the most perplexing, provoking and perennial is this:

How can more full positions be given when all are already taken?

Every scheme of make-up has been tried.

Pages have been put together in a manner to represent stepladders, pyramids and checkerboards, and sometimes there has been such a promiscuous admixture of ads with news that the English language sadly lacks words to describe the result.

Only one newspaper within my knowledge has solved the problem—absolutely one only out of the twenty-odd thousand in the United States.

That one paper is The Chicago Daily News.

And the solution was so simple, so easy and so complete that you marvel that it has not been universally adopted.

This is the solution:

Positions are given or sold to nobody.

You cannot buy position in

Why this ad was written.

Recently Mr. Bert Moses wrote to Mr. John B. Woodward, Advertising Manager of The Chicago Daily News, and said, among other things:

"I want you to authorize me to write a series of advertisements for The Chicago Daily News. Your advertising copy, while always interesting, has appeared to me entirely too modest, and never seeming to emphasize the Gibraltar-like excellence that must be there if the real Chicago Daily News is pictured in type to the public as it actually is.

"The Daily News is better than you ever said it was. It is better than Mr. Lawson himself or you can possibly realize, because you are both so close to it that the perspective is faulty. Let me write what I know and think, and please do not use the merciless blue pencil on me. * * * When I get through writing this series I am sure you will better understand The Chicago Daily News. As a matter of fact I want to introduce Mr. Lawson to his own child. Now then what do you say?"

And Mr. Woodward said: "Go to it!"

The Chicago Daily News at any price.

The make-up puts your ad in the best place he can find, and that is all there is to it.

Under this plan, by the process of rotation, every advertiser gets both fat and lean, and thus is equilibrium maintained.

Position may mean much in newspapers generally, but The Chicago Daily News seems to be the exception, for advertising in that paper pays, no matter what position it occupies.

How do I know it pays?

Because the same advertisers continue to use The Chicago Daily News year in and year out, and this fact bears witness to the profit that comes from continued investment.

I think the secret is this:

The readers of The Chicago Daily News have become accustomed to its make-up.

They do not see the same ads in the same conspicuous places every day, and so the ads in the less prominent locations are just as interesting as those in "island" positions.

Anyhow, The Chicago Daily News gets about everything there is going, and as it never sells or promises position, the inference is plain that a run-of-paper in The Daily News is as good as or better than "top-of-column-and-next" elsewhere.

power laundries are equipped to do this work at a minimum of expense and free the housewife from an irksome task.

A peculiarity of the laundry business is that the rates for work are well established and are more or less uniform, and when a price advance is necessary there is always the possibility of unsettling the steady volume and flow of laundry work. For this reason, many laundry owners are inclined to view a price increase with some concern and no little anxiety. Public opinion generally is opposed to increases in prices in all lines of business and to overcome this was one of the reasons for the advertising.

Many customers, Mr. Godfrey says, know that the demands of war economy have resulted in lowering the quality of cotton, woolen and linen fabrics; that many dyes are without dependence, but, in presenting claims to the laundries for damaged fabrics, the average customer forgets these faults and is inclined to blame the launderer and to make unjust and unreasonable demands for replacements and damages.

He commented on the fact that the average person does not expect the shoe merchant to replace with a new pair the shoes that wear out too quickly because of inferior quality. If a man fails to get the service and use from the suit he buys, although it may be due to inferior quality, he rarely asks that it be replaced with a brand-new suit. But the experience of the laundry owner is that the man who sends a shirt to the laundry several times is in most cases quick to complain and demand a new shirt when, because of inferior quality or faulty dyes, it loses its color.

The experience of laundry men has been that practically every laundry owner desires to satisfy and hold his trade and meet its

reasonable demands, and stands ready and willing to adjust a fair and reasonable complaint in an equitable manner.

The laundry owner would be willing to stand back of his work with a guarantee if it were possible for the weavers, tailors, dry-goods merchants, clothiers and haberdashers to give the public a uniform grade and quality of material.

In the advertising campaign now concluding the first advertisement in the series was to explain the necessity for a 10 per cent in-

Let the Laundry Wash Everything the Laundry CAN Wash

HOUSECLEANING time brings hard work enough, without adding to it by doing all the heavy washing. There are so many things the laundry can wash—the heavy articles especially. Send the BLANKETS to the laundry before storing them for the summer. Send the QUILTS and COMFORTS, the FEATHER BEDS and PILLOWS. Send us the LACE CURTAINS, of course. Send us even the RUGS that are washable.

We won't promise "to make housecleaning a pleasure," but we CAN greatly lighten the drudgery of it. Also—let us do your family washing.

Phone ANY of Us—ANY TIME
The LAUNDRIES
of Indianapolis



PLANTING THE IDEA OF MORE WORK FOR THE LAUNDRY

crease in price, this increase being added to the total of the bill, which was figured at the old rates. It was notably successful in its purpose, to make acceptance of the change agreeable to those who would otherwise have complained.

"In these days of high prices," the advertisement read, "an advance of 10 per cent for laundry service will seem trivial.

"The cost of other necessities has increased 50 to 100 per cent, and people take it as a matter of course because they know it cannot be helped in most cases.

"Every reasonable person knows

that increased prices are *necessary and absolutely unavoidable* in these times.

"As the producer's costs increase there must be a corresponding increase in the price the consumer is asked to pay. This applies to the laundry business as to all other industries, except, however, that the user of laundry service is not now asked to pay as much extra for service as the laundries have to pay extra for their supplies.

"Very serious problems confront the laundries just now. On the one hand our expenses have increased enormously, and at the same time hundreds and hundreds of our customers have joined the colors, thereby reducing our volume of business.

"We are seeking an emergency increase in revenue. We are not seeking greater profits. We are not asking for—or even hoping for—the usual peace-time profits. We are simply striving for sufficient revenue that we may continue our business—*without loss if possible*—until normal conditions return.

"We consider it only fair and right that we should show the people of Indianapolis why an increase in rates is necessary. Here are some of the increased expenses we are forced to bear:

	1916	1918
Coal, nut and slack....	\$1.70 to \$2.00	\$4.25 to \$4.50
Coal, mine run.....	2.20 to 2.50	4.75 to 5.50
Soap	6.00	16.50
Wrapping paper.....	4.75	8.00
Cotton twine.....	.22	.57
Starch, corn.....	4.50	8.00
Starch, wheat.....	7.00	9.50
Canton flannel.....	.65	1.25
Muslin.....	.09	.22½
Cotton duck.....	.30	.60
Knitted cotton.....	1.90	3.42
Wool coverings.....	.75	1.45

"We also suffer similar extra expenses in the advanced prices affecting hay, oats, corn, harness, gasoline, automobile tires and even such items as boxes, buttons, office supplies, etc. Everything we buy costs more now.

"Beginning Monday, March 18, there will be an extra charge of 10 per cent on all laundry work.

"The idea is to make the extra charge apply uniformly to all work, so instead of adding one cent or fraction of a cent on various articles, the work will be calculated at present rates, and this emergency charge of 10 per cent will be added to the total."

The second advertisement in the series was upon the subject of deliveries, and pointed out the necessity for having bundles ready so that wagon men would not be compelled to call more than once. It was also urged that the customers getting C. O. D. laundry bundles should make arrangements, if away from home, to leave the money for the bundle in the hands of a neighbor together with a note for the deliveryman, saying where to call. The results from this advertising were about as successful as the average advertising effort which "bucks" a habit. There was some encouragement, but no pronounced advantage has been gained as yet.

The delivery problem is more serious with laundry owners than it is with other merchants. The laundry wagon that delivers must also collect the work, so that the horse and man power makes two trips to each customer.

The third advertisement was to influence housewives to leave the family washing in the hands of the power laundry. The ads which followed this one brought out the real help that the laundry could be in the house-cleaning time, and concentrated on the general aim of the campaign to get the public to send work to the laundry and increase the business in the heavier lines of blankets, bedding, draperies, lace curtains, comforts, quilts and rugs, which under ordinary conditions would not be sent to the laundry for cleaning.

The copy schedule provided for appearance of the advertising in the Indianapolis daily papers on Saturday and Monday.

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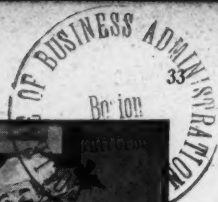
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PRINTERS' INK



Scratch it with a Knife

NOTE how the coating is amalgamated with the paper itself. You can't scrape off the enamel without shredding the fibres of the stock beneath it. This is characteristic of

White Mountain Enamel

Now you understand why White Mountain Enamel does not "pick" when properly handled in the press room. Heavy masses of ink and the most delicate tracing of half-tone details are alike transferred to the smooth surface of White Mountain Enamel with flawless precision.

When you have inspected our White Mountain Enamel demonstration book you will specify this sheet for your finer catalog work.

THE WHITAKER PAPER COMPANY.
CINCINNATI, OHIO



Birmingham Detroit Atlanta Richmond, Va.

Bay State Division—Boston
Smith, Dixon Division—Baltimore

New York Office
501 Fifth Avenue

Chicago Office—Continental &
Commercial Bank Building



Helping The

Maxwell dealers are now receiving permanent
and Trucks.

Constantly, day and night, these huge Trucks
their message to logical customers in their ter

Have you analyzed the possibilities of OUT
your dealers?

We invite consultation.



CHICAGO Thos. Cusack Company

Largest Advertising Company



ing The Dealer

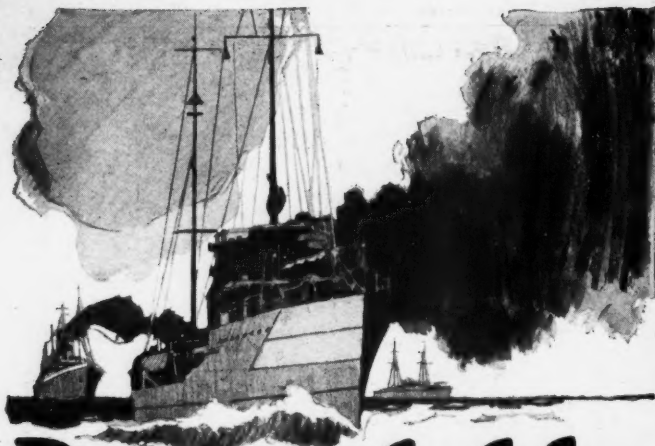
permanent aid in selling Maxwell Passenger Cars

Large Outdoor Bulletins are *forcefully* delivering
in their territory.

es of OUTDOOR ADVERTISING for *helping*

Cusack Company NEW YORK

Advertising Company in the World



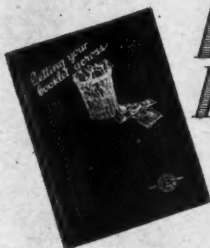
Dependable

Wise business men have discovered that it does not pay to try to get their messages across in booklets and catalogs without the dependable convoy of a staunch cloth cover.

The paper-covered booklet of your competitors has little chance of getting to the purchasing executive or of staying on his desk when it does get there.

But the cloth-covered book gets there and stays there. The cloth cover is as dependable an escort for its purpose as a fleet of United States destroyers.

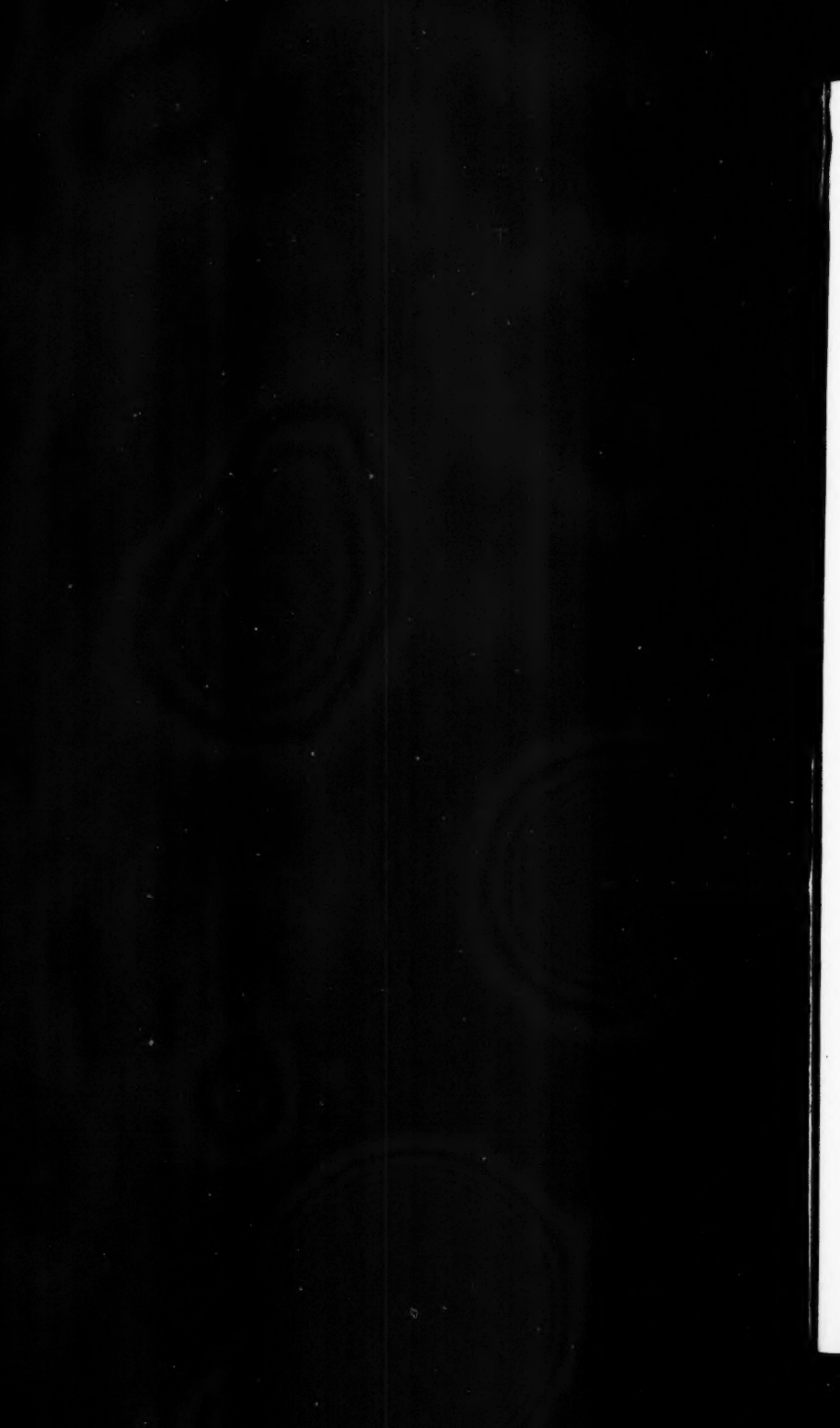
Ask your printer or binder about cloth covers for your next booklet or catalog. He will be glad to show you samples and quote prices on .



Interlaken

The standard since 1883
Book Cloth

Write today for our cloth-bound booklet, "Getting Your Booklet Across." It contains some interesting facts about the economy of cloth covers. Address Interlaken Mills, Providence, R. I.



Associated Press Honors Melville E. Stone

Presents Him \$25,000 Worth of Liberty Loan Bonds As a Substantial Appreciation of His Services During the Twenty-five Years He Has Served It As General Manager

MELVILLE E. STONE last week rounded out the twenty-fifth year of service as general manager of the Associated Press. As an appreciation of his work, the board of directors made Mr. Stone the guest of honor at the annual luncheon of the Association held at the Waldorf-Astoria, in New York, on April 23. More than 400 members who were in attendance at the annual meeting were present. All of the addresses delivered on this occasion had Mr. Stone as their subject. The speakers were old friends—Victor F. Lawson, of the *Chicago Daily News*; General Charles H. Taylor, of the *Boston Globe*; Frank B. Noyes, of the *Washington Star*, and Adolph S. Ochs, of the *New York Times*.

When the speechmaking was ended Mr. Noyes, on behalf of the board of directors and the membership, presented Mr. Stone a handsomely bound and privately printed volume entitled "M. E. S.—His Book," which had been prepared as a souvenir of the occasion. Inserted between the leaves of the book were twenty-five \$1,000 Liberty Loan Bonds, each representing a year's service.

The volume, copies of which were distributed among the members, contains a biographical sketch of Mr. Stone, written by John Palmer Gavit; personal tributes by Victor F. Lawson, Frank B. Noyes, Frederic B. Jennings and Judge Peter S. Grosscup; an address by Frederick W. Lehmann, and a number of articles and addresses by Mr. Stone.

The luncheon was a notable one, for at the tables were seated many of America's foremost journalists representing every section of the country. Back of the speakers' dais on the southern wall of the big ballroom were

hung in graceful design the Stars and Stripes, the Union Jack of Great Britain, the Tricolor of France and the flag of Italy.

Frank B. Noyes, president of the Associated Press, who acted as toastmaster, introduced as the first speaker Victor F. Lawson, who in a five-minute talk told of his long friendship for Mr. Stone. The two men had known each other for fifty years and for forty-two years they had been intimately associated. Together they founded the *Chicago Daily News* in 1876. Mr. Lawson said that he could claim the honor of being the first of the more than a thousand members of the Associated Press to discover Mr. Stone. "It was a happy achievement," he said, "for it was the beginning of the longest intimate friendship of my life. Believe me, friends, Melville Stone wears well."

WHAT MR. STONE HAS SACRIFICED.

Mr. Ochs spoke of Mr. Stone's self-sacrifice, saying that he knew of several instances in which the latter had been offered highly remunerative positions but had declined them because of his devotion to the affairs of the Associated Press. "He might have been a captain of industry," Mr. Ochs continued, "a banker of great repute, an important member of the President's Cabinet or an Ambassador Extraordinary and Minister Plenipotentiary at one of the chief courts of Europe; and who knows but that had he been the latter this world calamity might have been averted."

General Taylor said that it was a pretty hard job to satisfy one boss. Therefore he had for Mr. Stone a profound sympathy in his endeavor to satisfy a thousand bosses, the members of the Associated Press whom he serves.

General Taylor spoke of the proceedings at the luncheon as "a rehearsal of Mr. Stone's obsequies." "I am very glad that he is here to hear them," he said, "for it gives him an opportunity to add, subtract or change anything he doesn't like. And perhaps he is like some of the rest of us who would rather have an ounce of taffy while we are alive than a ton of epitaphy when we are dead. Mr. Stone has made a marvelous record. He has shown efficiency, industry, integrity, enterprise and every quality which makes for success. He has shown himself the greatest manager of a news-gathering association this country has ever seen."

Mr. Stone did not try to hide the tears that ran down his cheeks as he arose to speak in reply to the tributes of his friends.

"I thank you," he said. "I should be untrue to myself if these were not the first words I uttered. No one could be the recipient of such a tribute without a deep sense of pride. There is no one more desirous than myself of enjoying your good opinion, but there is no one more doubtful if he has the right."

ASSOCIATED PRESS HAS THRIVED ON CRITICISM.

Mr. Stone alluded to the early days of the organization and of the purposes it had undertaken to fulfill. "The Associated Press," he continued, "was founded on the theory that its integrity could only be maintained by criticism. The purity of the stream can only be maintained by aerating the water. I believe in the salutary effect of criticism, even carping, unreasonable criticism. I believe that some criticisms of the Associated Press have been justified, for human nature is fallible. Other criticism arises from ignorance of the precise situation and is easily taken care of by an explanation. A very small and a very negligible part of the criticism is malign and I always thought that would take care of itself."

At the morning meeting of the

members Victor F. Lawson, of the Chicago *Daily News*; W. H. Cowles, of the Spokane *Spokesman-Review*; D. E. Town, of the Louisville *Herald*; R. M. Johnston, of the Houston *Post*, and Oswald Garrison Villard of the New York *Evening Post*, were re-elected to the directorate.

Subsequently the directors met and elected the following officers: President, Frank B. Noyes, of the Washington *Star*; first vice-president, Ralph H. Booth, of the Muskegon *Chronicle*; second vice-president, E. P. Adler, of the Davenport *Times*; secretary, Melville E. Stone; assistant secretary, Frederick Roy Martin; treasurer, J. R. Youatt. The offices of secretary and assistant secretary carry with them those of general manager and assistant general manager, respectively.

The annual report of the Association shows that at the end of 1917, 1,088 newspapers were taking its service, of which 636 were evening, 391 morning newspapers, and 61 Sunday papers. This is an increase of 140 over the previous year. During 1917 more than 2,000 miles of wire were added to the leased lines, making the total mileage required for the service of the members 53,000. Six hundred and sixty operators are required to handle the dispatches. The smallest daily service calls for 500 words and the largest runs as high as 56,000 words and upwards. The total assessments charged against members from Jan. 1, 1900, to Dec. 31, 1917, were \$47,731,937. Of this entire amount the treasurer collected all except \$4,469, a little less than one hundredth of one per cent.

Rubber Company Appoints Agency

The Gillette Rubber Company, Eau Claire, Wis., maker of Gillette tires and tubes, has placed its advertising in the hands of the Ostenrieder Advertising Corporation, Chicago.

The Charles C. McKinney Service, with C. C. McKinney in charge, has been organized in Chicago, to specialize in the advertising of motor trucks and parts.

Clay Products Restricted: Coal Saved

The Fuel Administrator Has to Exercise Care in Order to Treat All
With Equal Fairness

RATIONING of the clay-products industries is accomplished by recent action of the Federal Fuel Administration and the War Industries Board. The various branches of the trade must, in consequence, curtail production from 15 to 50 per cent in 1918 as compared with the average output in the past three years.

Stoneware which is nationally advertised to some extent is to suffer a cut in production of 15 per cent. Hollow building tile, one of the most energetically advertised classes of specialties in the building supply line, undergoes restriction of 25 per cent. Other nationally advertised lines in this field, such as sanitary ware, floor and wall tile, face brick, roofing tile, etc., all sustain a contraction of full 50 per cent in output. The officials at Washington frankly confess that this basis of operation is intended to take care of only the more necessary requirements outside of strictly war activities and the needs of the Government.

Inasmuch as other industries that employ advertising extensively may, one after another, be placed in much the same predicament as the clay products industries, some little significance may attach to the procedure that has been followed in this instance. The restriction of clay products output constitutes the first instance in which so extensive a range of nationally-advertised industries have been placed on a war basis by official order as distinguished from an informal compact. In the case, for instance, of the 30 per cent curtailment of automobile output, or the temporary cut of like proportions in the production of musical instruments, the desired conservation was accomplished by voluntary agreement of manufacturers.

In the case of the clay products industries, however, the great number of manufacturing plants involved—some 7,000 in the case of brick alone—and the further circumstance that in some lines there is no national organization to speak for the trade as a unit, rendered it desirable that curtailment be affected by orders from Washington. This plan of "giving orders" will, it is expected, be followed in the case of some of the other industries that are to be put on "rations" in the matter of fuel supply. Fuel Administration officials advise PRINTERS' INK that they will seldom if ever invoke the dignity of a formal order unless the curtailment is at least 25 per cent.

Negotiations of the Government with the various branches of the clay products industry extended over several months. Conferences innumerable were held in Washington. At the outset an effort was made to negotiate with a "mass convention" comprising manufacturers from all branches of the trade, but it was quickly found impracticable to harmonize all the diverse interests and thereafter each section was dealt with separately.

JOCKEYING FOR POSITION

The experience of the clay products manufacturers would seem to point the moral that hopes to obtain preferential treatment in a revision of the programme of production are likely to avail little. Inability of the Government to deal with the entire clay products industry as a unit was due largely to jockeying for position on the part of respective interests. For instance, the paving brick manufacturers seemed disinclined to make common cause with the manufacturers of face brick because some men in the first-

mentioned line assumed that the need for road and street improvements, even in war-time, would make considerable demand for their product. In the end, however, the paving brick men fared no better than the producers of the widely-advertised tapestry bricks for which there must, naturally be a falling off in demand proportionate to the decrease in building operations.

Inequalities of curtailment represent the deliberate judgment of the administrative powers at Washington and do not in any instance constitute a testimonial to the appeals or protestations of interested manufacturers. Thus, the stoneware industry has been let off with a curtailment of only 15 per cent because vitrified and glazed containers, etc., are required as receptacles for food. Sewer pipe which sustains a cut of only 25 per cent, is accounted a factor contributory to the public health and drain tile which has the same modified restriction is essential to the fullest measure of agricultural production.

An issue that figured very conspicuously in the negotiations preliminary to the restriction may have a certain interest for manufacturers in other lines who will ultimately be called upon to go through a similar ordeal. This involves the taking of precautions to make sure that no manufacturer changes his line of manufacture if, by so doing, he might dodge some weight of restriction. During the interchanges between manufacturers and Government officials, certain producers of widely-advertised brands of hollow building tile expressed grave apprehension lest brick manufacturers, whose output was to be cut 50 per cent, should turn to the manufacture of hollow building tile in the expectation of being able to operate their plants at 75 per cent capacity. It was because of these misgivings and in order that productive balance within the industry may be maintained that the Fuel Administration inserted in each order to the clay products groups a stipulation that no manufacturer who

devoted himself to a given line, exclusively, during the years 1915, 1916 and 1917 shall use fuel to manufacture other products except upon written permission from the Fuel Administration.

The fact that it was left to the Fuel Administration to issue the orders of curtailment in the clay products industries may be accepted as conclusive evidence that this will be the regulatory machinery that will be employed for the restriction of any and all industries that will be curtailed in output during the war. In the case of some lines of manufacture the War Industries Board could attain the same end by shutting off supplies of materials, but as a result of conferences between the officials of these two institutions, it has been agreed that the Fuel Administration is clothed with the greatest powers and thus it will be left to this agency to carry out all the mandates to industry that may be agreed upon in conference. The aim in every instance, it is stated, will be to conserve the larger interests of the trade involved and to provide equal treatment for all plants wherever possible.

A. A. Gray a Major in Ordnance

Ainslee A. Gray has been commissioned a Major in the Ordnance Department, to direct the work of the Technical Press branch of the Information Section for the General Administrative Bureau of the Office of the Chief of Ordnance, Washington. His department will conduct general relations with the technical press for distributing information of interest to the readers of business papers.

Major Gray was formerly president of the Associated Business Papers, Inc., and more recently a member of Gray & Benjamin, Chicago.

McCosker With Poster Advertising Company

Alfred J. McCosker has joined the sales force of the New York office of the Poster Advertising Company, Inc.

For eight years he was engaged in work in the newspaper field, and more recently has been connected with the outdoor advertising field in the East.

Philadelphia

The Third Largest Market in the United States

DOMINATE Philadelphia, create maximum impression on both dealers and customers at one cost by concentrating in the Dominant Newspaper, the

Philadelphia Bulletin

The newspaper situation in Philadelphia is different from almost any other market in the country—because one newspaper (The Bulletin) goes into nearly every home in and near Philadelphia, making it possible for advertisers to send their selling appeals to practically every possible buyer in one medium at one cost.

“In Philadelphia Nearly Everybody

reads

The Bulletin”

Net paid average two-cent circulation for March

409,679 Copies
a day

New York Office.....	Dan A. Carroll, Tribune Building
Chicago Office.....	J. E. Verree, Steger Building
Detroit Office.....	C. L. Weaver, Free Press Building

OUR Clients take us on many wonderful and interesting Art expeditions.

As, for example, the creating of an extensive campaign for a publishing house that specializes in Law books. Every lawyer in the country has these volumes on his library shelves. One set is a résumé of the rulings of the Highest Court of them all—the United States Supreme court!

We really believe the diversity of our assignments has much to do with the intense interest we take in them. The pictorial panorama is constantly changing. And this is an age when versatility is absolutely essential.

THE ETHRIDGE ASSN. OF ARTISTS

NEW YORK CITY
23-25 East 26th St.

CHICAGO OFFICE
220 So. State St.

DETROIT OFFICE
1361 Book Bldg.





McCall's Magazine

Founded 1870

Back of McCall's Magazine
there is an organization
of nearly one thousand
enthusiastic workers.

A handwritten signature in cursive script, reading "R. C. Allison", is written over a horizontal line.

Advertising Director

Newspaper Publishers Ask Postal Zone Law Delay

The A. N. P. A. in Annual Convention Urges Congress to Postpone the Operation Until After the War—Notable Addresses

THE annual meetings of the Associated Press and the American Newspaper Publishers Association held in New York last week brought to the city an unusually large number of newspaper men from all parts of the United States and Canada. The Waldorf-Astoria, where the sessions took place, was as crowded as if a big political convention was in progress. In spite of the war the publishers were cheerful and even optimistic regarding the future.

These conventions are the most important meetings of the year in the newspaper world, as they bring together the representative publishers of the entire country for the discussion of business topics in which all are vitally interested.

As the American Newspaper Publishers' convention of last week was the first to be held since the United States became a live factor in the war, a number of questions growing out of the situation came up for consideration. Hopewell L. Rogers, of the Chicago *Daily News*, president of the Association, in his annual address called attention to several matters that would require consideration during the convention. He bitterly attacked George Creel and the Bureau of Public Information for their alleged incompetency in handling important news concerning the Government's numerous war activities. He believed that there was an urgent necessity for a newspaper body in Washington capable of gathering information as to the business methods of the Government, as to the ability and efficiency with which laws are carried out, and through the editorial columns of the newspapers to intelligently and justly criticize or commend those responsible for the conduct of the nation's affairs.

The two subjects that received the greatest amount of attention during the three days' session of the convention were the impending postal zone system that goes into effect July 1 and the paper situation. From the discussion of the first of these topics it was apparent that the publishers regarded the new law as a menace to their business. Don C. Seitz, of the New York *World*, chairman of the committee to which postal matters are referred, presented a report containing a tentative recommendation that Congress be asked to suspend the operation of the new law pending a thorough inquiry into the cost of carrying second-class mail and a full analysis of the probable results which will follow the law's operation. Major E. B. Stahlman, of the Nashville, Tenn., *Banner*, presented a resolution urging Congress to amend the new act along the lines suggested in the amendment presented by Senator McKellar when the bill was before the Senate in October. After a lengthy debate and a special committee had threshed the matter out in conference, the association adopted this resolution:

Be it resolved by the American Newspaper Publishers' Association, that Congress, if insistent upon legislation of this character, be urgently requested to modify said law in so far as it applies to newspapers along the general line as proposed by the McKellar amendment, or if the time be considered by Congress to be too short to do this, that Congress be urgently requested to suspend the provision of said law in so far as it applies to the newspapers until a complete and intelligent investigation can be made of the subject of newspaper postage.

Both the Southern Newspaper Publishers' Association and the Inland Press Association held special meetings during the week, at which a similar resolution was adopted.

The report of the committee on paper, prepared by A. G. Mc-

Intyre, the special representative, set forth the paper situation in a clean and graphic manner. Figures were presented showing that the production of paper in 1917 was 2,012,000 tons and for the first three months of 1918 at the rate for the year of 1,725,000 tons. Stocks were shown to be in a healthy state. The imports from Canada are increasing at a normal rate, but there is a great deal of activity in that country in the direction of other import markets which will have the effect of keeping this market in a starved condition. It is important that publishers of this country see to it that this tendency is curbed as much as possible through a restriction in the export of sulphur and coal to the Canadian news print mills.

The committee, in view of the growing shortage of paper, recommended that everything be done to cut down consumption and waste. Publishers are urged to adopt the association standard size of 8 columns 12½ ems, or in cases where personal preference dictates, 12 ems will be even more advantageous and economical. On the subject of advertising the committee has this to say:

"The latest report received on advertising statistics show that it is a direct reflection of the consumption of paper. Until recently, there was a severe slump in advertising, which reflected a corresponding reduction in paper consumption, which was really what saved the situation during the winter months when traffic conditions were so bad. Advertising is now showing only a slight decrease over March, 1917, and a 5 per cent decrease for the first three months of the year. This will probably drop further when the Liberty Loan campaign is over and the summer business dullness becomes effective."

In accordance with a recommendation made by the paper committee the association adopted a resolution urging the War Trade Board to prohibit the exportation of newsprint paper during the period of the war.

Owing to the fact that so much time was taken up in the discussion of paper and postal matters little was left for the consideration of the topics enumerated under the subject of "Advertising" laid down in the programme bulletin. That they would have brought out a lot of valuable ideas is certain. Not a few of the publishers would have liked to get the views of this association upon such subjects as these:

Is it not possible to induce advertising agencies to adopt a standard form of contract, as has been done in Canada?

Should not rates in foreign field be standardized—some now have sliding scale while others have flat rate.

Standardization of advertising discount—many allow 15 per cent and 2 per cent. Some allow 2 per cent, 3 per cent and 5 per cent, others none. The agents' organization prefers 13 per cent and 3 per cent, which is allowed by most magazines.

Should not commissions on local business be eliminated?

Should there not be a better understanding of the qualifications requisite for an agency asking recognition?

What is the general custom of papers with morning and evening editions on advertising charges for holidays or days when there is but one edition?

How many publishers have a different rate for local and general advertising?

What practice has been established when newspapers have guaranteed to advertisers a net paid minimum circulation as basis of advertising rate and where circulation has fallen below guarantee, due to increase of circulation rate?

Cut rate agency evil—many recognized agencies split commissions, allowing them to sell space cheaper than the newspaper itself. The cut rate agencies usually request art and other service work, while those enjoying full commission can afford and do their own service work.

How to reduce requests for advertising matrices—by pressure on advertising agencies? Matrices from newspapers cause delay and unsatisfactory typographical appearance.

Cannot matrices and proofs be exchanged on a better business basis than at present?

In what cities do newspapers continue to supply cuts free to advertisers?

Advertisers and advertising agencies abuse the messenger privilege. It is suggested that newspapers' messengers deliver proofs to advertisers and advertising agencies, but when matter is ready for the paper, the advertiser or agent employ their own messenger. The newspapers should not be obliged to supply all messenger service.

Do all newspapers enforce their rates for "reading" copy—especially with medical advertisers?

Fake classified ads. worded to induce

women and children to send a stamp or a dime for a list of instructions to earn money?

What methods are employed to detect fake financial advertisements before publication?

What is the proper practice, when through office error, advertised goods are offered at prices less than stated in copy?

The professional man is engaged in the business that would profit by being advertised. It should be demonstrated to him that advertising is not alone ethical, but dignified and profit bringing.

Shall local advertisers be permitted to have foreign advertising charged to them at their local contract rate, which they in turn charge to the manufacturer?

The questions that received special attention were Nos. 7, 6 and 15. Only twelve out of the three hundred publishers present said that they charged the same advertising rate to both local and general advertisers. In regard to holidays when only one edition is issued the general practice of publishers is to notify advertisers of the fact and give them the privilege, if they so desire, of omitting their advertising on that day. Otherwise the full charge is made. Concerning financial advertisements from concerns that are unknown to the management the publishers say that as a rule they do not accept them until the character and standing of the applicants for space have been duly investigated. The same custom is usual in outside help wanted and other classified advertisements.

The luncheon of the Bureau of Advertising, Wednesday noon, brought together the largest number of advertising men and publishers that have attended any of the functions of the business. The speakers were Sir John Foster Fraser, chairman of the War Lectures Committee of Great Britain; H. C. Hawk, chairman of the C. W. Post Interests executive committee; Samuel W. Reyburn, president of Lord & Taylor, New York; G. W. Hopkins, general sales manager of the Columbia Graphophone Co.; William A. Thomson, director of the Bureau of Advertising, and Lafayette Young, Jr., of the Des Moines *Capital*.

Mr. Young's speech, a portion

of which was printed in last week's issue of *PRINTERS' INK*, made a deep impression. Its patriotic fervor aroused his hearers to a high pitch of enthusiasm. Mr. Reyburn told what can be done by those who remain at home to win the war. Mr. Hawk spoke of the many rich fields of opportunity that are yet to be pre-empted by pioneers. Continuing he said:

"As to advertising itself—where newspapers stand pre-eminent for quick and substantial results—it is an economic factor of proven value in the development of business—which, beneficently big, if such characterization carries my meaning—is essential in economical organization, production, distribution.

"Permanent, large advertising results are to-day, quickly and surely obtainable. The same formula, whether applied to men or materials—viz., merit merchandized to the masses by proper method, of which basic elements, merit and mass-merchandizing—the article and the 'ad writer,' are the two humanly fallible—the two important uncertainties.

"To particularize, if I may, the 'newspaper method' must have, largely, the credit for the publicity proportion of our own successes. Our inception and growth have been definitely along this line—the presentation of merit under the direction of a master 'mass-merchandizer.' We have used other media and mean to round out our main newspaper campaigns; nor do I say now that for some products these other media might not prove effective and sufficient; but I do say that our own foundations are footed on and reinforced with the newspaper method—upon which has been builded our business structure, such as it is."

Mr. Thomson dwelt upon some of the more important phases of the work of the bureau. Some of his remarks were printed last week in *PRINTERS' INK*.

The annual dinner of the A. N. P. A., on Thursday evening, was, in point of interest and enthusiasm, unusually impressive. Owing

to the fact that tickets were sold only to members for their own personal use or direct employees, the number of guests was smaller than for several years, about 500 being present. The publishers seemed to enjoy the novelty of being able to take a full breath at the tables without crowding their neighbors off their chairs. The speeches were notably patriotic in tone. Josephus H. Daniels, Secretary of the Navy, himself a publisher, made one of the best addresses of his career. In referring to the responsibilities of the newspapers at this time he said:

"To-day as never before the press has responsibility as a quasi-government agency. In times of peace, freedom of the press found expression in 'scoops' and 'stories' that attracted readers. It had a mission to please and to instruct. To-day, with the duty of interpreting world conditions to his readers and helping to win the war, the journalist is not free to do anything that could by any possibility give aid or comfort to the enemy. When his country is at peace the journalist's chief aim is to scoop his contemporary.

"The press of America has won national gratitude by its splendid spirit of service during the last year. With few exceptions, the newspapers have put service of country above everything else. News has been secondary to service. During the days after relations were severed with Germany, it was to the papers that the people looked for a clear presentation of the duty of this country. It rang clear and true, and when the declaration of war was made in solemn assertion of national duty, the press was almost a unit in support of the noble utterances of the President.

"And from that hour, whether it was in support of the selective draft, the recruiting campaign, propaganda for the Liberty Loan, food and fuel conservation, the drives for the Red Cross and the Y. M. C. A. or leading in community honors paid to youth going to war—whatever the call, the

press has responded with a cheerful aye, aye, sir, and has led in the enthusiastic support of every measure for national unity and national victory. The splendid way in which the press as a whole has arisen to the occasion and measured up to its responsibilities has given me an added pride in the profession."

Newton D. Baker, Secretary of War, spoke of his visit abroad, Charles E. Hughes urged Congressional intervention for the suppression of sedition in America, and Stephen Lauzanne, editor of *Le Matin*, of Paris, told of the cordial relations existing between America and France.

One of the pleasing incidents of the closing session of the convention on Friday was the receipt of a telegram from President Wilson in response to a message from the members pledging their loyalty and support sent on Wednesday.

A telegram was also received from Secretary McAdoo in which he expressed his sincere and warm appreciation of the great service the publishers had rendered their country by their loyal support of the successive Liberty Loans.

The following officers for the ensuing year were elected: Frank P. Glass, *Birmingham News*, president; George A. McNeny, *New York Times*, vice-president; John Stewart Bryan, *Richmond News-Leader*, secretary, and Edward P. Call, *New York Journal of Commerce*, treasurer.

Hopewell L. Rogers, of the *Chicago Daily News*, the retiring president, automatically becomes a member of the board of directors, succeeding Herbert L. Bridgman, of the *Brooklyn Standard-Union*. T. R. Williams, of the *Pittsburgh Press*, was elected to the board to succeed Jason Rogers, of the *New York Globe*, resigned. The other members of the board were re-elected, as follows: Hilton U. Brown, *Indianapolis News*; D. D. Moore, *New Orleans Times-Picayune*; E. H. Baker, *Cleveland Plain Dealer*; Harry Chandler, *Los Angeles Times*, and J. F. MacKay, *Toronto Globe*.



Don't Go At It Blindfolded

A set of blue print *Trade Maps* stands ready to relieve you and your salesmen of Boston route-list worries.

These blue prints show the exact location of grocers and druggists in this territory. They show how to cover the city quickly and effectively. They show all the short cuts. They enthuse salesmen. They make for increased action.

This is only one of the things done by the *Merchandising Service Department of the Boston American* to assist advertisers to inject effective punch into their Boston campaigns.

This department is fully equipped to make thorough local trade investigations—to show you how you “stack up” from the jobber, dealer and consumer point of view. Write for details regarding this department—find out how it works—learn of its full value to you.

BOSTON AMERICAN

New England's Greatest Home Newspaper

80-82 Summer Street, Boston, Mass.

Member Audit Bureau of Circulations

NEW YORK OFFICE
1789 Broadway

CHICAGO OFFICE
504 Hearst Building



It Had

Good business demanded it. The facts justified it. And we feel sure that advertisers and advertising agencies will approve.

Beginning with the June issue, last forms of which close May 13th, the advertising rates in Association Men will be 75 cents a line, \$315 a page. This adjustment will be made to conform to our tremendously increased circulation.

Here are the facts.

Since September, 1917, Association Men has *doubled* its circulation. This increase does not include news stand sales. It is not simply a temporary addition. It is very real, and lasting, and follows the same quality lines that have always been characteristic of Association Men circulation.

All contracts signed on the yearly basis up to May 13th will be accepted at the present old rate of 40 cents a line, \$168 a page, up to and including the August issue, and at the *adjusted* rate of 75 cents a line,



To Come



\$315 a page, for the balance of nine months to complete the year.

It is of course understood that on this basis copy is to appear monthly, beginning with the June issue.

Association Men is the official organ of the Y. M. C. A., and more. It goes to the *homes* of business men, bankers, lawyers, doctors, the *homes* of men in all lines of trade—people who are interested in their local Y. M. C. A.'s, in the wonderful work the "Y" is doing and the little, intimate glimpses into camp and trench life that come from our fighting men.

These homes *believe* in Association Men, what it represents and what it has to say. Association Men is not only subscribed to, it is *read*.

ASSOCIATION MEN

the class magazine of general interest

F. C. FREEMAN
Business Manager

347 Madison Avenue, New York

A. P. OPDYKE
Advertising Manager

HARLEY L. WARD, 19 S. LaSalle Street, Chicago



A Selling Combination That Brings Results

When you realize that hundreds of thousands of buyers refer to the New York City Telephone Directory every day for a name, an address or a telephone number, it is easy to see why the advertiser in this medium gets results.

By appealing persistently to hundreds of thousands of first-class buyers at the moment they are intent on purchasing by telephone, he is obtaining his share of the great sum of money that is spent every day via the telephone and the telephone directory.

Here's a combination that can't help bringing results: The telephone directory, suggesting *where* to buy—the telephone, close at hand, suggesting *how* to buy.

*Put this selling combination to work!
Ask for particulars today!*

NEW YORK TELEPHONE CO
Directory Advertising Department
15 DEY STREET :: NEW YORK
Telephone - CORTLANDT - 12000.

Why Yeast Foam Is Absorbing Other Members of Its "Family"

An Interesting Process Now Working Out—Reasons for Submerging Lesser Brands

THE advertising policy of the Northwestern Yeast Company, of Chicago, a million-dollar corporation which stands practically alone in the dried yeast field, is a remarkable reflection of business sentiment as it has prevailed at the various stages of the company's career.

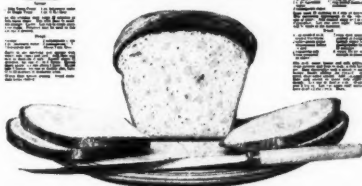
A quarter of a century ago, when two separate concerns were making and marketing Magic Yeast and Yeast Foam, competition of the bitterest variety prevailed. The two companies fought each other tooth and nail, and the cost of the fight became so great that consolidation was finally effected as the best way to eliminate it.

Then followed a period during which the new Northwestern Yeast Company, possessed of the brands of these two companies and various others which it absorbed as opportunity offered and expediency advised, marketed all of them without discrimination or favor. This was both to protect previous good will and also to suggest nominal if not actual competition: for this was in the "trust-busting" era.

To-day, when the wastes of unbridled competition are recognized, when competitors are being told by the Government to work together, and when price fixing and price maintenance affecting whole industries are commonplaces that no longer excite comment or question, the company is standardizing on Yeast Foam and Magic Yeast, and in its advertising is eliminating all references to other brands.

Such names as Yeast Cream, Penny Cake and other brands put out by the company have had their markets and won a certain degree of favor; but the company is now content to let them sink gradually into oblivion, feeling that the big sellers will take their places. Inasmuch as the two

wheat corn bread



Your family will like the delicious flavor of this bread made with Yeast Foam

It has the sweet, nutty flavor of the wheat with just a tinge of corn; and saves one fourth wheat flour

Household bread has a flavor and mouth, most peculiar to itself, and housewives are beginning to realize the important part that yeast plays in producing these characteristics.

No bread flavor equals that of yeast-raised bread. The American people prefer it.

And they like the wheat flavor in bread better than the flavor of any other grain.

Breads made with wheat flour, yeast and a small portion of corn, potatoes, barley, rice, etc., are surprisingly palatable.

They will be relished by the family every meal, saving more wheat than an occasional wheaten day, because the two popular flavors of wheat and yeast will be retained.

Wheat corn bread made with Yeast Foam or Magic Yeast is good bread.

Magic Yeast Yeast Foam
Just the same except in name

Magic Yeast is Sold Principally on the
Atlantic and Pacific Coasts
Northwestern Yeast Co Chicago



WAR FLAVOR IN A PIECE OF RECENT COPY

leaders have well-nigh equal distribution and popularity. it did not seem practicable to eliminate one or the other, but both are being presented under equally favorable auspices.

Full-page advertising now running in the women's magazines presents the proposition this way:

"Magic Yeast—Yeast Foam.

"Just the same except in name.

"Magic Yeast is sold principally

on the Atlantic and Pacific Coasts."

Both products are put out in red packages, though the shape is somewhat different. The material itself, as indicated by the advertising, is exactly the same, and it is hoped by letting the public in on this family secret to avoid such experiences as those recorded on the Pacific Coast, where confirmed users of Yeast Foam from other sections have refused to accept anything else, even though offered Magic Yeast with the explanation that it is "just as good."

Yeast Foam has held the center of the stage in Illinois, Indiana, Ohio, Iowa and other Middle Western territories, while Pennsylvania and New York are divided, the western sections of these states being Yeast Foam markets, while the eastern districts are given over almost entirely to Magic Yeast.

The company has the whole country carefully mapped out, allotting a definite trade section to each, and prior to the present campaign undertaken to popularize the two products the promotion work was carefully planned so that Yeast Foam would not be pushed in territory given over to Magic Yeast, and vice versa. This arrangement will not be affected by the present advertising plan, but the good will of one will be switched to the other, it is hoped, so that consumers will readily accept either that the dealer may happen to have in stock.

FIELD DIVIDED BETWEEN TWO LEADING BRANDS

The company has fully appreciated the disadvantages of a too numerous family of brands, and is perfectly willing that the satellites which have been revolving around the leaders should drop out of sight; but it could not bring itself to a decision to eliminate either Magic or Yeast Foam, and therefore hopes to educate the public which has been trained to ask for one or the other to accept either, realizing that both names stand for the same thing.

The Northwestern Yeast Com-

pany, as indicated, is almost alone in the field of dried yeast, which is different from the familiar compressed yeast sold in the big cities by other manufacturers in that the latter is green, and needs careful handling to stay in usable condition, while the dry product can be distributed in the ordinary way with reasonable precautions, which are always taken.

By reason of having taken over numerous sick companies in the yeast field at different times, the concern accumulated various and sundry brands. Inasmuch as it controlled the situation, there was no apparent object in eliminating these, and so the line of least resistance was followed, the individual preferences of the different markets being consulted, though no special efforts were made to increase sales on these acquired brands. Then as the demand for the latter gradually met a natural death, the leaders took their places, so that the time came when, with the advantages of a sales method concentrated on one product sold under one name realized, it became practicable to make the change.

The result has been much like that described recently in *PRINTERS' INK* in connection with the efforts of the American Chicle Company to get rid of the various pet brands of competing houses which went to make up the big company, and to concentrate on the Adams brand as the particular leader; but, as in that case, where the company is still maintaining a number of brands which are territorial favorites with good will too valuable to be wholly discarded, it has been impracticable to confine the work to one brand, but for the present, at least, Magic Yeast is being given an even break with Yeast Foam.

Perhaps there is a certain sentimental favoring of Yeast Foam, inasmuch as the original Northwestern Yeast Company, then located at Fond du Lac, Wis., made Yeast Foam, while that is also most popular in the great agricultural districts of the Middle and Central West, the territory most

accessible from the factory in Chicago.

The possibilities of Yeast Foam, while not confined to the rural and small-town districts, have been developed largely in territory of that character. In the first place, the pressure of competition with compressed yeast is felt chiefly in the big cities, as manufacturers of the latter maintain their own distributing organizations, with which to insure the product reaching the dealer in the best possible condition as to moisture, temperature, etc. Yeasts of that kind must be kept in refrigerators, and special delivery outfits have to be provided to take care of the distribution. Furthermore, Yeast Foam is sold principally to housekeepers, very little going to the commercial bakeries. This is because it takes several hours for the leaven to work when this product is used, the compressed variety operating much more rapidly. As far as the housewife is concerned, this is considered an advantage, and is so described by the company. The larger the cities, the more important the commercial bakeries, and the greater the percentage of baker's bread eaten in the homes. This again has pointed in the direction of the smaller communities as the logical market for the product.

Yeast Foam is not without representation in the big cities, of course, for in Chicago and other metropolitan centers it and its companion products are sold in many stores. But this business, compared with the sales made in the towns and villages, is relatively unimportant.

Furthermore, the company sees in the present tendency to increase the number of women employed in industrial occupations, with a corresponding tendency away from such home-making details as bread-baking, further evidence that the big cities are less important from its standpoint, and that the rural and small-town field is worthy of chief attention.

The goods are sold through the wholesale grocers, the jobbers

being especially enthusiastic over the Northwestern Yeast Company because the latter has constantly encouraged price maintenance on its part, and hence a fair profit on the product. As one jobber told PRINTERS' INK, the company does not attempt to use coercion in this direction, but urges all of its wholesalers to maintain prices. As a result, the big distributors find that the products of the Northwestern carry a profit, and include them in their price-lists and catalogues. One of the leading wholesale grocery concerns of Chicago, which has salesmen all over the country, lists in its salesmen's price-lists only the yeasts made by the Northwestern company—not because it has any prejudice against other products, but because there is a sure and steady demand for Magic Yeast and Yeast Foam.

COMPANY'S WORK FOR AND WITH DEALERS

This demand comes to some extent from exclusive groceries in the cities and towns; but perhaps the typical dealer is the general storekeeper out at the "four corners" or cross-roads in the rural section, who handles food products along with hardware and fertilizer, and who sells Magic Yeast or Yeast Foam because he can put it in stock and keep it there for three months or more without loss of value. This is emphasized in some of the company's advertising literature. It is a great believer in calendars for distribution in those districts—and one of the current efforts shows a little country maiden leaving the general store with a package of Yeast Foam in her hand.

In spite of the fact that the keeping qualities of the company's products are good, it is recognized by the manufacturers that they cannot be held in stock indefinitely without deterioration. After a time the yeast germ becomes dead, and the yeast no longer ferments. Because of this danger, and to insure the product reaching the hands of the consumer in good condition, the company maintains

a large force of inspectors, who visit the retail stores, examining stocks and seeing to it that the goods are properly handled. Goods which appear to have become stale are taken out of stock and credits for them issued to the merchant; and this constant watchfulness and evidence of care on the part of the manufacturer is one of the things which has made for dealer good will.

"The yeast man visits us frequently," said one Middle Western merchant, in discussing the proposition with a representative of PRINTERS' INK. "He makes a point of noting where the stock is placed, and sees that it is kept in a dry, cool spot. Then he looks over the packages, and if he finds some which, from their marks, appear to have been in stock too long, he opens them, throws their contents away, and gives me the front labels to turn in to the jobber for credit. That means that our customers seldom complain about the work of Magic Yeast or Yeast Foam, because the stock is always right."

SERVICE MEN, BUT NO SALESMEN

It is one of the boasts of the company that it has never had any salesmen, not even from the beginning of the business a quarter of a century ago. It has used crews of samplers at different times, but not recently; and at present there are no solicitors out calling on the trade. The inspectors are regarded as service men, though the business-building value of their work is recognized. In fact, officers of the company are occasionally heard to say that in their opinion greater attention to such matters as these on the part of manufacturers would make purely sales promotion work less needful.

A kind of educational work which has been of considerable value to the company is the distribution of its goods to domestic science schools. It was stated to PRINTERS' INK by a man familiar with the business that a considerable list of these institutions receive Magic Yeast and Yeast

Foam without charge, for work in their classes, and while this doubtless represents some expense, the ultimate result on the thousands of girls who are to become home-makers and dietitians in institutions must be well worth the investment which is required.

Since the war began the company has experienced a rather brisk export demand, this coming in part, interestingly enough, from the Belgian Relief Commission, which is using the products of the company in making bread for those who come under its care. The ability of the company to ship its goods abroad under conditions which insure satisfactory use has suggested an extension of the export trade, which had not previously been studied.

The big factory in Chicago is now running at capacity, however, and for this reason the development of new markets is not being given a great deal of attention at this time. The products are moving along largely under their own impetus, and with the good will of thousands of bread-makers in the homes as the foundation of the business, the heads of the company are satisfied to cultivate and maintain it, rather than to seek new outlets or strange markets.

Publisher Becomes Oil Man

Harry Shaw has disposed of his interests in the Shaw Publishing Co., Chicago, publisher of *Oil News*, to J. B. Waldo and Raymond Shaw. He will go into the oil business.

Mr. Waldo will continue as editor of *Oil News* and Raymond Shaw as business manager. The paper has appointed Forrest B. Smith as special advertising representative. Mr. Smith has been with the H. G. Wuerzinger Publishing Company.

Lees Company Has Two New Accounts

The advertising account of the Ferry Cap & Set Screw Company, Cleveland, has been secured by the Lees Company, of that city. This agency has also been placed in charge of the advertising of the Whitman & Barnes Mfg. Co., Akron, Ohio.

Business paper advertising will be employed by both of these companies, with broader publicity in view.

Knowing the Mind of the Fruit Grower

*"Say first, of God above or man below,
What can we reason but from what we know."*

—Alexander Pope

Isn't it a happy fact that the fruit grower in this country is not merely a "fruit grower"? Isn't it fortunate that his business outlook is largely influenced by the suggestions entering his life?

The AMERICAN FRUIT GROWER—with its vigorous, constructive policy—awakens the fruit grower's appetite for better things. It feeds his mind with suggestions and ideas, opening a wide field for some progressive manufacturer to step in and get the bulk of his business—truly splendid sales material. It *knows* its near 200,000 paid subscribers—nearly 400,000 readers. It *knows* that the fruit grower is no longer confined to the world of *local* ideas.

If you don't know these things, may we prove to you that you should put your goods before the buying market offering itself in

Green's

AMERICAN FRUIT GROWER

The National Fruit Journal of America

Guaranteed minimum circulation, 175,000 monthly

AMERICAN FRUIT GROWER CO., Inc., Chicago, Ill.

Samuel Adams, Editor-Publisher.

Paul C. Stark, Associate Editor.

Charles A. Green, Associate Editor.

Member Agricultural Pub. Ass'n.

Applicant for membership A.B.C.

Overworked Farm Women

This is going to be a hard season on more than 800,000 farm women who read Successful Farming.

The old men and boys who generally help with some of the work about the home will be in the fields helping to keep production up to normal.

Tired, overworked women will find it hard to prepare tasty well-cooked meals and a pleasant place for all the family to rest when the day's work is done.

Can Be Relieved

Washing machines, carpet sweepers, convenient ranges, kitchen cabinets, ironing machines, prepared desserts and other foods and scores of other modern inventions would reduce the drudgery of these noble women.

There is an opportunity for the manufacturers of conveniences for women in the home to serve loyal American women and create a profitable market among more than 800,000 farm families who pay our annual subscription for the counsel and advice of the editors of Successful Farming.

SUCCESSFUL

E. T. Meredith, Publisher



FARMING

Des Moines, Iowa

CHICAGO OFFICE:
1119 Advertising Bldg.

Member
A. B. C.

NEW YORK OFFICE:
1 Madison Avenue

The South Now Abounds in Unprecedented Prosperity

YES, the South IS prosperous. The gold that Cotton, Corn, Tobacco and other crops have brought her is common knowledge.

Yet her Industrial Development means wealth beyond the biggest booms the West with its riches of gold, silver and copper, ever saw.

Supplementing these are Shipbuilding, River Improvement, Government Activities, Camps and Cantonments. In Roadbuilding alone, the South is making strides that will soon make it the paradise for the automobile tourist.

These are some of the reasons why Advertising Campaigns planned for the South have uniformly proved successful.

Mr. Advertising Manager: Set aside some time to study Southern Advertising in relation to your product. Any one of these papers will give you data and tell you how to get co-operation that brings Success.

ALABAMA

Birmingham Age-Herald
Birmingham Ledger
Birmingham News
Gadsden Journal
Mobile Register
Montgomery Advertiser
Montgomery Journal

ARKANSAS

Little Rock Arkansas
Democrat

FLORIDA

Jacksonville Times-Union
Miami Herald
Miami Metropolis
Palm Beach Daily Post
St. Augustine Record
St. Petersburg Independent
Tampa Times

GEORGIA

Albany Herald
Athens Banner
Atlanta Constitution
Atlanta Georgian and
Sunday American
Atlanta Journal

GEORGIA (cont.)

Augusta Herald
Macon News
Macon Telegraph
Savannah Morning News

KENTUCKY

Lexington Herald
Lexington Leader
Louisville Courier-Journal
and Louisville Times

LOUISIANA

New Orleans Item

NORTH CAROLINA

Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Tribune
Greensboro News
Raleigh Times
Rocky Mount Telegram
Salisbury Post
Wilmington Dispatch
Wilmington Star
Winston-Salem Journal

SOUTH CAROLINA

Anderson Daily Mail
Charleston American
Columbia State
Greenville News
Spartanburg Herald
Spartanburg Journal

TENNESSEE

Chattanooga News
Chattanooga Times
Knoxville Journal & Tribune
Knoxville Sentinel
Memphis Commercial-
Appeal
Nashville Banner
Nashville Tennessean and
American

TEXAS

Beaumont Enterprise
Beaumont Journal
Ft. Worth Star-Telegram
Galveston News
Houston Post

VIRGINIA

Lynchburg News
Petersburg Daily Progress

[The Thomas E. Basham Co., Inc., Louisville, Ky., wrote this advt.]

The Copy Unwriter

Every Agency Needs One, to Delete Unneeded Words

By Ray Giles

EACH day a hundred-or-so secretly worried advertisers close conferences with their advertising counsellors with the plea, "Let's see if we can boil down the copy this year."

And the hundred-or-so callous counsellors pass on to a hundred-or-so conscientious copy writers the dope, "The old man says to shorten up the copy this year."

And the hundred-or-so copy writers do their best. But the copy climbs up line after line from the typewriter and the layout man chants the same old dirge. "We can start her out in 8-point, but we'll have to taper-off to 6 on the third line."

But wait a minute.

Have you a friend who is a copy unwriter? The mechanics of unwriting copy are becoming vastly important.

To-day few people have time to digest the big advertising meals set before them.

So the copy unwriter is becoming a most important friend to both advertiser and writer, for he helps get their messages read amid the scores of typy pages in the modern advertising section.

A first-class unwriter can cut ordinary copy from 25 to 75 per cent. He does all this without the sacrifice of either style or power.

The day is coming when every good advertising agency will have a chair of honor for at least one copy unwriter. He will turn Things Written into Things Read.

And as the writers grow to understand him, they will come to his desk with hearts full of love.

Once I was a cable clerk and got raises by subtracting words from cablegrams to the West Coast of South America—at a saving of \$1.25 per word less.

The copy unwriter of the near future will save far more. He will convert crowded lectures into inviting brevities. Every word he

cuts off will win from one to a dozen added readers—depending upon the circulation volume of the medium.

Let us turn from prophecy to practice.

WAYS TO UNWRITE

A few experiences are put down to suggest.

"The new copy man," a publicity manager once told me, "is known by his long-winded introductions."

Picking up a text just deposited by a copy man, he continued, "Look here." The blue pencil slid vertically through the top three paragraphs. "Much copy can stand having the first quarter completely eliminated."

So much for that.

Frequently the idea expressed in a whole paragraph can be condensed into a single word.

The copy man brought in a text that contained a couple of paragraphs something like this:

"The flavor of Blank's Chocolates comes from a delicate blend of fruits and nuts and cream and cocoa beans.

"What an assortment: Chocolate-jacketed Brazil nuts, pineapple, hazel-clusters, etc., etc."

The unwriter looked first at the text and then doubtfully at the layout. The blue pencil made a couple of sweeps and wrote one word. We now have:

"Delicious Blanks!"

"What an assortment! Chocolate-jacketed Brazil nuts, pineapple, hazel-clusters, etc., etc."

Another method:

The copy man submitted a fine text about a machine. But it was long. The unwriter observed that the copy consisted of enthusiasm interwoven with specifications.

"Why not set the bald specifications in small type in a panel at the side. Then you can cut out the cementing words now used to join specifications gracefully to the

selling talk." Room was thus gained to let the enthusiasm stand out in bigger type.

Will all the copy writers in the audience who really love the Art Department please raise their right hands? Thank you.

Dear Copy Writers: Do you realize that you often tell over again in your text the same facts that have already been better told by the illustration which the Art Manager put at the top of the advertisement? Twice-told tales of this kind are always discovered by the Copy Unwriter—and I am told that he is very fond of good pictures.

Just as there is a tendency to waste words on introductions, so there is also a tendency to tack words onto a piece of copy after the proper closing point. The remedy is obvious.

Practise at unwriting the copy of others also suggests that it is easier and more fruitful to cut whole paragraphs occasionally than to try chopping and changing words here and there.

In this plan of attack we see one reason why the experienced unwriter always stays friends with the writer. The wise unwriter does not change "brave little girl" into "fearless small maiden" like some of those domineering Ogres of Adland who torture the copy writer.

Oh, no! He simply deletes. So every word that remains is the copy writer's very own—just as he wrote it—to lepage fondly into his scrap book.

Some one asks, "But can't a copy man do his own condensing best?"

Unless he can lay away the copy for a couple of weeks—hardly! Even then he often finds it difficult. A fresh eye is a surprising help. It—

But I must look out or this article will be too long.

Appointment by G. Schirmer Company

Beginning next week, John Bratton will become advertising and publicity manager of the G. Schirmer Company, New York music publisher. He succeeds L. Harrison Smith, who is in military service.

National Dairy Council Wants to Resume Advertising

THE National Dairy Council is making a determined effort to induce the National Food Administration to lift the ban on advertising dairy goods.

Mr. Hoover a few months ago asked the Council to stop advertising. His idea was to conserve dairy products in behalf of the military needs of the United States and its allies.

This policy, according to the officers of the Council, has brought about a seriously overstocked condition in butter, cheese and condensed milk.

"The dairy industry is being badly injured," W. E. Skinner, secretary of the National Dairy Council, said to a PRINTERS' INK representative. "Last month 23 per cent less dairy products were sold than for the corresponding month last year. Ships are not available to carry the butter, cheese and condensed milk to Europe. Consequently it remains in American warehouses to our detriment. If farmers, as a result of this condition, are forced to kill their cattle for beef, it is easy to see the ultimate outcome will be serious. Many dairy herds in Europe already have been sacrificed.

"Uncle Sam is more than welcome to anything we have. All we want is the privilege of resuming our advertising to the point of disposing of this surplus. Whenever necessary, we gladly would use our advertising space to persuade people to buy lightly, rather than heavily, of dairy products."

Mr. Skinner is in personal touch with Mr. Hoover regarding the matter and expects a ruling soon. He says absolutely no advertising is now being done by the National Council.

The advertising, which was run in national mediums, was of a consumer nature designed to show in a general way the advantages of dairy products and substitutes.

"FOR three long years we have had every self-appointed critic in this country telling us that Germany is the epitome of all that is excellent in exporting. And because of this great gas attack we have overlooked the concrete things in international trade in which we, as a people and as exporters, excel. One of these is advertising. * * *

"Advertising has done as much to build up Latin-American trade for our manufactures as any other medium of selling.

"There are today hundreds of manufacturers in this country who sell abroad in large volume, none of whom ever had a salesman travel South of Key West; and there are hundreds more who have corps of salesmen overseas, who made their first step in exporting by an advertising tryout, and who use their advertising, now, as a support to their selling staff."

CARL H. GREENE
of Federal Export Corporation
in an address at the
Foreign Trade Convention

*The medium most used by
American manufacturers
for export advertising is the*

**AMERICAN
EXPORTER**

17 Battery Place, New York

Member A. B. C.

The Retail Salesman Situation

Some of our recent dealer investigation work develops an altered phase in the clerk situation.

Very extensive changes in personnel have been made in this class, due to the draft, and there are bound to be more. Hence, much of the past educational effort of manufacturers on retail salesmen is discounted heavily.

And the difficulties of doing such work all over must be obvious.

This emphasizes that if your market is made with the consumer it is proof against all disturbances in the channels of selling.

We shall be glad to discuss this with manufacturers who are affected.

Mallory, Mitchell & Faust

(Incorporated)

Advertising and Merchandising Counsel

Security Building - - Chicago, Illinois

ENTIRE 8th FLOOR

Established 1904



"Waking Up America"

The Big Job of Making 110,000,000 People Realize What the War Means
—What Is Being Done and By Whom

By Bruce Bliven

PROBABLY most of us have by now become rather weary of the assertion that "America is not awake."

When we look at the number of men under arms, the tremendous sums of money which have been loaned to the Government, the surprising social changes which have taken place (of which the nationalization of the railways is only a prominent example) when we count up these things on our fingers, we feel that if America is not awake, she is anyhow *some* sleep-walker! (to express it in the vigorous vernacular of the man-in-the-street).

And yet our doleful critics who proclaim that while our house is on fire we still sit peacefully around the reading lamp, certainly have something on their side.

For there are unquestionably thousands and thousands of our citizens who have not yet faced the bitter truths about this war, and made up their minds to the sacrifices which they—which every one of us—will have to make if we are to put Kaiserism in the ash can of the world and clamp down the lid. For if every man and woman in the United States understood what losing this war would mean, there would be no more food-wasting for Hoover to complain of.

The Liberty Loans would be oversubscribed in a week instead of a month.

There would be no more strikes on war work.

And the menace of the German agent at work in this country would be stamped out by an indignant citizenry overnight instead of being tolerated with a complaisance which must seem, even to the enemy himself, incredibly stupid.

In this juncture, it is interesting to know that there are

agencies at work at the task of waking up America. Some of them, of course, we are all familiar with, such as the official Committee on Public Information, directed by George Creel, whose head, to paraphrase W. E. Henley,

"Beneath the bludgeonings of
Republican Congressmen

Is considerably bloody, but
unbowed."

The effectiveness of the work which Mr. Creel can do is, in the very nature of things, limited by the official character of his bureau. The United States Government must never be anything but dignified—or so it would seem; and for pounding a definite group of ideas into the heads of 110,000,000 plain folks, some of whom have never done more than the legal minimum of thinking on any subject whatever, the more dignity you have, the less effectiveness. Dignity is about as much of a help in selling the war to the common people, as an Oxford accent would be in making a speech to a mass-meeting of Oklahoma farmers.

HOW TO "POPULARIZE" THIS LITERATURE

It is only fair to Mr. Creel to say that he probably recognizes this fact as keenly as anyone; and the fact that much of the matter produced by the Committee on Public Information is somewhat academic in character, is doubtless an inevitable result of the situation, in spite of all that he or anybody else can do. While many of us would like to see the bulletins and pamphlets which are put out for popular consumption brightened and lightened in tone, there are plenty of Government officials and others who have what is (perhaps unfairly) called the college-professor type of mind,

who think that the Government's official propaganda should be even more dignified and formal than it is. In fact, the title of one of the Committee's pamphlets, "How the War 'Came to America,'" has been sharply criticised by college professors of history as making too much attempt to be catchy—the critics making

power" intellect. I defy anybody to read, for example, "German War Practices" without getting boiling mad—which is a highly desirable state of mind, all things considered. Others in this series—most of them, in fact—have, it must be confessed, much the appearance, and not a little of the style, of a college text-



Rumors on subjects connected with the War have been put out orally and in some newspapers.

Many of these rumors are false. They are sent out to keep this Country from putting its whole strength into the War. The following are samples:

The Rumor

① There are frequent suicides in cantonments, where the men have to "Pay for food brought in from outside" or else starve to death.

② The steamship Chicago has been sunk and thousands of soldiers lost.

③ The Government is about to take any surplus food found in private houses.

④ The Government proposes to confiscate money deposited in banks.

⑤ The War will be over soon.

⑥ "America had better look out. I shall stand no nonsense from America after this War."—Statement by the Kaiser to Ambassador Gerard in October, 1915.

The Fact

This is a German lie.

THE German circulating it has been interned.

This is a German lie.

SECRETARY DANIELS says this is false.

This is a German lie.

FOOD ADMINISTRATOR HOOVER says this is false.

This is a German lie.

SECRETARY MCADOO says: "This absurd and vicious rumor is wholly without foundation."

This is a German lie.

THIS has been said repeatedly since August, 1914. The war will not end until each one of us puts his whole strength in the fight.

THIS statement is absolutely true.

Don't let the Germans fool YOU with their lies

DO YOUR PART—Report the names of persons circulating such rumors to National Committee of Patriotic Societies, Union Trust Bldg., Washington, D. C.

A VIVID POSTER THAT DOESN'T MINCE WORDS

the evident assumption that unreadability is the end devoutly to be desired in publishing a book.

I have on my desk at this moment a complete file of the "War Information" and "Red, White and Blue" booklets of the Committee. Some of them are fascinating enough to hold the attention even of a man with what Rob Wagner calls a "four mouse

dented and set in bold face); and there are one or two "forewords" set in italics. Other adventitious aids to interest there are none.

"But," an indignant defender might reply, "these booklets deal with serious subjects, for which a scholarly, dignified treatment is absolutely appropriate. Do you think people are children, that they won't read a treatise on an

book on Higher Aspects of the Social Sciences, or Politics of Ancient Peloponnesus. It was Lewis Carroll, you remember, who in "Alice in Wonderland" voiced the ultimate criticism of the Text-book Manner of writing: "Once or twice Alice peeped into the book her sister was reading but it had no pictures or conversations. 'And what is the use of a book,' thought Alice, 'without pictures or conversations?' "

Well, there are very few pictures or conversations in the pamphlets of the Committee on Public Information. There is an occasional diagram or map; sometimes there are sub-heads (in one case indented and set in bold face); and there are one or two "forewords" set in italics. Other adventitious aids to interest there are none.

important matter unless it is tricked out in spangles and accompanied by free lollipops for weary readers?"

Of course not!—and yet . . . we understand that the editions on some of these booklets have been tremendous; and after all it isn't the college professors, or even the college graduates to whom the Government is trying to sell the war, but the Common People whom the Lord must have loved, as Lincoln said, because he made so many of 'em! However, if you like information in solid hunks as in the Creel booklets, then that is the sort of thing you like, and there's no more to be said.

The activities of the Creel bureau along the line of "Waking up America" are not so widely known as some other phases of its work. Just as a matter of information, then, for those who do not happen to have seen the series of pamphlets we are discussing, here is a list of fairly typical titles, and the official description of each appended to it:

HOW THE WAR CAME TO AMERICA.

Contents: A brief introduction reviewing the policy of the United States with reference to the Monroe Doctrine, freedom of the seas, and international arbitration, developments of our policy reviewed and explained from August, 1914, to April, 1917; Appendix: the President's address to the Senate January 22, 1917; his war message to Congress April 2, 1917; his Flag Day address at Washington, June 14, 1917. 32 pages. (Translations: German, Polish, Bohemian, Italian, Spanish, Swedish, Portuguese. 48 pages.)

PRESIDENT'S FLAG DAY SPEECH WITH EVIDENCE OF GERMANY'S PLANS.

Contents: The President's speech with the facts to which he alludes explained by carefully selected notes giving the proofs of German purposes and intrigues. These notes present an overwhelming arsenal of facts, all gathered from original sources. 32 pages.

CONQUEST AND KULTUR.

Contents: A brief introduction outlining German war aims and showing how the proofs were gathered; followed by quotations from German writers revealing the plans and purposes of Pan Germany, one chapter being devoted entirely to the German attitude toward America. The quotations are printed with little or no comment, the evidence piling up page after page, chapter after chapter. 160 pages.

GERMAN WAR PRACTICES.

Contents: Methods of the German military machine in Belgium and northern France; facts calmly stated on the basis of American and German evidence only. Prussianism in all its horror is exposed by documentary proof of deliberate brutalities perpetrated upon civilian populations as a part of the programme of "efficiency." This book shows how the government taught the soldiers the "art" of terrorism, often forced them to commit crimes against civilization, punished those who betrayed symptoms of mercy. A most powerful expose of the German Government's methods. 96 pages.

THE WAR MESSAGE AND THE FACTS BEHIND IT.

Contents: The President's message with notes explaining in further detail the events to which he refers; also including historical data and setting forth in clear, simple language, the *fundamentals* underlying the President's *fundamentally* important message. A careful reading of this brief pamphlet is earnestly recommended to all those who wish bed rock facts and reasons. 32 pages.

THE NATION IN ARMS.

Contents: Two addresses by Secretaries Lane and Baker showing why we are at war. These are two of the most forceful and widely quoted speeches the war has produced. 16 pages.

THE GOVERNMENT OF GERMANY.

Contents: Explanation of the constitutions of the German Empire and of Prussia, showing the way in which the Prussian monarch controls Germany. This pamphlet answers once and for all the absurd claim that Germany to-day is liberal and democratic. 16 pages.

THE GREAT WAR. (From Spectator to Participant.)

Contents: A review of the attitude of the American public from spectator to participant, showing how events transformed the temper of a pacific nation which finally found war unavoidable. 16 pages.

WAR OF SELF-DEFENSE.

Contents: Addresses by Secretary of State Lansing and Assistant Secretary of Labor Post, showing how war was forced upon us. These two eloquent speeches give a lucid review of recent events. 22 pages.

AMERICAN LOYALTY.

Contents: Expressions by American citizens of German descent who have found in America their highest ideal of political liberty and feel that America is now fighting the battle of liberalism in Germany as well as in the rest of the world. 24 pages.

AMERICAN INTEREST IN POPULAR GOVERNMENT ABROAD.

Contents: A clear, historical account, with quotations from Washington, Monroe, Webster, Lincoln and other public men showing America's continuous

recognition of her vital interest in the cause of liberalism throughout the world. Unpublished material from the Government archives throws an interesting light on our policy during the great German democratic revolution in 1848. 16 pages. (To those interested in *Historical Reading*, this pamphlet will prove an inspiration in showing that this country is but living true to its destiny by helping to make the world safe for democracy.)

THE GERMAN WAR CODE. By J. W. Garner, of the University of Illinois, and George W. Scott, formerly of Columbia University.

Contents: The German doctrine of war as embodied in the official War Manual; contrasted with the war manuals of the United States, Great Britain and France. 16 pages.

Of the other activities of the Committee on Public Information—the Official Bulletin, the photograph distribution service, the motion picture section, etc., it is not necessary to speak here. Most of these things are concerned more with the routine distribution of news than with the specific task which this article is discussing—that of waking up America, and getting our people not only fighting mad, but intelligently angry so that their rage is directed into valuable channels.

When we turn to the *unofficial* activities along the same line, we find a sharp and interesting contrast in method of treatment. These unofficial activities are for the most part in the hands of one or another of the numerous "patriotic societies," to use a loose descriptive term which covers them all. These societies are numerous, and their number is increasing; I have before me a list of forty-four of them which are all national in scope, and without doubt this list is far from complete. To a certain extent, they duplicate one another's efforts; but this is unavoidable, and the urgency of the situation makes whatever waste may occur in such duplication a matter of very little moment.

It is interesting to know that the strongest of these societies, and the most active, are doing their best work along strictly *advertising* lines.

As is the case with the campaigns to rouse the loyalty of

labor—campaigns already discussed in a series of articles in **PRINTERS' INK**—these organizations find that straightaway appeals by means of the most vivid copy they know how to write, are the most effective means they have. A typical piece of copy put out by the National Committee of Patriotic Societies, which is a sort of clearing house for the activities of many of these organizations, is reproduced with this article.

Some of the detailed plans used by various organizations in their attempts to wake up America, will be described in another article to follow in an early issue.

Employees of One Paper Advertise in Another

Last week Thursday the New York *Herald* carried an advertisement 17 inches long over five columns, paid for by the employees of the Brooklyn *Eagle*. The advertisement was for the purpose of helping the sale of Liberty Bonds and was at the same time a tribute to the fifty-three *Eagle* employees in the service. The men and women on the paper appreciate the sacrifice made by those who have gone to the front and desired to co-operate to the extent of their ability, not only by buying bonds but by pointing the way to others, through advertising.

Store-Equipment Companies Consolidated

J. R. Palmenberg's Sons, Inc., has been organized in New York to manufacture display fixtures, etc. The new company is a consolidation of three old-established concerns—J. R. Palmenberg's Sons, the Norwich Nickel & Brass Company and the Jacob Kindlmann Form Company. The officers are as follows: President, E. T. Palmenberg; vice-president and sales manager, H. D. Tracy; treasurer and general manager, A. C. Porteous; secretary, F. S. Kent. J. H. True, who has been with the former Palmenberg company, is advertising manager of the new organization.

Joins Bearings Service Company

H. J. Detterich, formerly with the advertising department of the Studebaker Corporation, has been appointed advertising manager of the Bearings Service Company, of Detroit.

*100,000 Excess Over Guarantee, Due to
Spontaneous Natural Reader Demand*

PICTORIAL REVIEW

THE PICTORIAL REVIEW BUILDING

NEW YORK

PRESIDENT'S OFFICE

April 29, 1918.

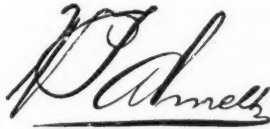
My dear Mr. Block—

I am enclosing a proof of the front cover of the June issue.

You will notice the circulation figures mentioned there, which are 1,500,000 or 100,000 more than our guarantee calls for.

I was very pleased to hear that the advertising volume in June is not only greater than in any previous June issue, but amounts to over \$50,000 *more* than last June.

Sincerely yours,



*Second Largest Circulation in its Field
By Nearly Half a Million Monthly!*

Fuller &



Fuller & Smith

The clients served by Fuller & Smith are:

- The Aluminum Castings Co.—"Lynite" and "Lynux" Castings.
- The American Multigraph Sales Company—The "Multigraph."
- The Austin Company—Standard and Special Factory-Buildings.
- The Beaver Board Companies—"Beaver Board."
- Borton & Borton—Investment Securities.
- The Bourne-Fuller Company—Iron and Steel Jobbers.
- Burroughs Adding Machine Co.—Figuring and Bookkeeping Machines.
- The Central Brass Manufacturing Company—"Quick-pressure" Faucets.
- The Cleveland and Buffalo Transit Company—Lake Steamship Lines.
- The Cleveland-Osborn Mfg. Co.—Moulding Machines and Foundry Supplies.
- The Cleveland Provision Company—Wholesale Meats.
- The Glidden Company—Varnishes and "Jap-a-lac" Household Finishes.
- Ivanhoe-Regent Works of General Electric Co.—"Regent" Illuminating Glassware; "Ivanhoe" Metal Reflectors.
- The Joseph & Feiss Co.—"Clothcraft" Men's Ready-To-Wear Clothing.
- Landon School of Illustrating and Cartooning—Correspondence School.
- National Lamp Works of General Electric Co.—Mazda Lamps.
- The Peck, Stow & Wilcox Co.—Mechanics' Tools; Builders' Hardware.
- Pittsburgh Gage & Supply Co.—"Gainaday" Electric Washing Machines.
- The M. T. Silver Co.—"Silver Style" Women's Suits and Coats.
- Hotels Statler Co., Inc.—Hotels in Buffalo, Cleveland, Detroit and St. Louis.
- J. Stevens Arms Company—Firearms.
- John R. Thompson Co.—Restaurants in 38 cities in the U. S. and Canada.
- The Timken-Detroit Axle Co.—Front and Rear Axles for Motor Vehicles.
- The Timken Roller Bearing Company—Roller Bearings.
- University School—College Preparatory School.
- The Upson Nut Co.—Manufacturers of Iron and Steel Products.
- Westinghouse Electric and Manufacturing Co.—Railway and Power Plant Apparatus, Motors, Fans, Heating Devices, Automobile Equipment.
- Willard Storage Battery Company—Storage Batteries.

Fuller & Smith
Advertising Cleveland



An OFFSET PAPER with A Reputation to Maintain

For every grade of paper there is a certain standard—a sheet that combines all the desirable qualities.

EQUATOR OFFSET

has a reputation among offset printers and users of being the standard offset paper—The one sheet giving the best printing results and the greatest production day after day the year 'round. Equator Offset is made as a specialty. Rigid adherence to a certain standard for strength, finish, sizing, color and packing is producing a specialty Offset paper as uniform from every standpoint as is humanly and mechanically possible.

Send for samples and prices

SEAMAN PAPER COMPANY

Formerly

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

CHICAGO

208 So. LaSalle St.

NEW YORK

200 Fifth Avenue

St. Louis Minneapolis Milwaukee Buffalo St. Paul Philadelphia

Using an Insert to Lay the Cards Before the Trade

Cooper Underwear Company Employs Business Papers to Tell Dealers About Underwear Situation.

SOME business houses, when confronted with a strange situation, become panic-stricken and do the very thing that they should not do. Other houses act so wisely and so fearlessly in an emergency that instead of allowing it to injure them they actually make it strengthen their positions.

We find this illustrated very well in the present merchandise situation. Some concerns, finding an easy outlet for their goods and not being obliged to make much of a bid for business, have, as far as the great mass of the trade is concerned, allowed themselves to drop entirely out of sight. No one seems to know what has become of them. They are still doing business, of course, but are keeping so quiet about it that one would imagine they were in competition with Uncle Sam's money factory. Having cut all their communications with the trade, the latter is proceeding quite naturally to forget all about them.

Other companies are pursuing just the opposite policy. Although they may not be able to supply goods to their customers in the quantities ordered and even though they may have to resort to the priority plan of making shipments, they realize that this doesn't entitle them to keep silent about their business. On the contrary, it is one time when publicity is urgently needed.

The dealer who handles a manufacturer's product is a partner in his business, and hence should not be regarded as a rank outsider. He has a right to know something of what is going on. He should be kept informed of conditions. If his orders cannot be filled promptly, certainly he should be told why. If he cannot get all the goods he wants, an explanation should be made to him.

There is more than one way to get in solid with the retailer, but one of the best is to treat him just as friendly when you have nothing to sell him as you do when you are anxious for his orders. Being human, he will not forget such treatment.

The present time affords abundant opportunity for building good will in this manner. A splendid effort of the kind is just now being made by the Cooper Underwear Company, of Kenosha, Wis. This well-known advertiser is running an eight-page insert in business papers reaching the apparel trade. The insert lays the cards on the table face up. It frankly tells the reader what the underwear situation is likely to be. There is no direct bid for business in the advertisement. In the words of H. M. Weinstock, the sales manager, the insert is an example of the "different ways advertising might back up the administration, talk common sense to the retail trade, help them to be better merchants, and let them have an opportunity of looking the merchandising situation square in the face, without stampeding or scaring them."

GETS SYMPATHETIC ATTENTION AT THE START

In approaching the reader the advertisement announces:

"Never for one moment since the founding of our business have we, nor shall we ever, underestimate our obligations to the retail trade. Our customers realize that there is a difference between placing orders and having them shipped. To do business they must have their merchandise in season. Cooper service is not found wanting in that or any other respect."

Going on, the copy states that up to the present the company has

been able to make 100% deliveries to thousands of merchants. It hopes to continue doing this and will be able to do so in the absence of "more stringent traffic restrictions" or of greater Government necessities. However, the company warns the trade that the "Government requires a large proportion of the combined underwear production of this country and at any moment it may need a much larger proportion of it." It says that the Army and Navy will have the first call. Retailers are told to tell this to their customers, so that they will have no false ideas about the situation. The copy has an unselfish ring to it that inspires confidence.

The insert, itself, is a stately document that has all the earmarks of importance. It is printed on fine India tint coated stock. Each page is surrounded by an elaborate ornamental border. Opposite each page of text is a page illustration, showing a figure "underwared" with a Cooper garment. The magnitude of the appeal will assuredly strike the retailer so stoutly that he will not soon forget it.

An insert like this may not sell much merchandise immediately, but it certainly does build prestige and inspire faith in the honesty, straightforwardness and fearlessness of the house. An advertisement of this kind builds for the future and that is what every manufacturer should be doing now. Selling goods to-day is no trick, but handling the trade to-day so that it will want to buy from you to-morrow, when competitive conditions are restored, is real merchandising.

House-Organ Grows Up

The *Michigan Druggist*, published for ten years as the house-organ of the Michigan Drug Company, Detroit, has been taken over by the Michigan Druggist, Inc., and application for second-class mailing privileges has been filed. The officers of the company are: President, J. W. Smart, vice-president and general manager of the Michigan Drug Company; vice-president, M. O. Williams; treasurer, A. S. Brooks, treasurer of Williams, Davis, Brooks & Hinchman Sons.

Chicago Laundries Join in Advertising

Nearly 100 laundries, all over Chicago and suburbs, have subscribed to a co-operative advertising campaign. The main object of the drive is to get housewives to send the family washing to power laundries. In these days of high prices for materials, coupled with the larger remuneration demanded by laundresses, the laundries claim that it is more economical to patronize them and get rid of the bother besides.

To equalize the work throughout the week, patrons are asked to send in their wash on other days than Monday.

The laundries are also taking occasion in this advertising to make a bid for labor. Workers are scarce and the suggestion is made that many persons who can put in a few hours a day or week can take positions in the laundries as part-time workers.

Westerdale Leaves Hupp

H. E. Westerdale, assistant sales manager of the Hupp Motor Car Corporation, Detroit, has resigned to join the McCord Manufacturing Co., also of Detroit, to take charge of a new department which will shortly be announced. Frederick Dickinson, for the past four years advertising manager of the Hupp, has been appointed assistant sales manager, but will still retain charge of the advertising department.

Caruthers' New Work with New York "World"

F. D. Caruthers, for a number of years in the business department of the *New York World*, has been appointed promotion manager. Previous to his connection with the *World*, Mr. Caruthers was with the *St. Louis Post-Dispatch* and the old *Memphis Avalanche*, now the *Commercial Appeal*.

Providence "News" Sold

The *Providence, R. I., News* has been sold to a syndicate headed by John A. Hennessy, formerly managing editor of the *New York Press*. Associated with him in the enterprise are James C. Garrison, for many years on the *New York Press* and for three years on the editorial staff of the *Providence Journal*; and Gen. Henry D. Hamilton, of New York. Mr. Hennessy will be president of the New Hope Publishing Company, which will publish the *News*, Mr. Garrison vice-president, and Gen. Hamilton, treasurer.

Back with Sapulpa "American"

Henry M. Ellis has returned to the Sapulpa, Okla., *Evening American*, as business manager, after having engaged in independent advertising work for a year.

Fishing Rods Advertised on Platform of Vacations as a War Need

Horton Manufacturing Co., for Years a Persistent Advertiser of Bristol Steel Fishing Rods, Tunes Up Its Copy to the Times

By Henry A. Beers, Jr.

WHEN the United States entered the war, advertisers of sporting goods, along with manufacturers of luxuries, were inclined to be pessimistic. The sales of sporting and outing goods fell off sharply. The uncertainties of the emergency, coupled with the doubts in people's minds whether it was right to take a vacation or have a good time in the usual sense made a situation decidedly unfavorable to this class of merchandise.

Among those that did not stop advertising was the Horton Manufacturing Co., of Bristol, Conn., maker of the well known Bristol steel fishing rods. It not only did not stop, but is advertising today, having simply attuned its copy to the times quite naturally.

The motive that has aided this company in its determination to keep on advertising the sport of fishing, thus assisting the sale of its rods and tackle, is an important point to any advertiser, but especially to those of this class.

Early last summer some society people took a picturesque alley of old Greenwich Village in New York City and with the aid of clever false work reconstructed it into a temporary facsimile of an Italian village street. Here for a week or so they conducted a war benefit bazaar known better as the Alley fiesta, and all told it was very gay.

As usual, some question arose as to the taste of this merrymaking so soon after our own entrance to the war. In justification of itself the management published in the programme, not an apology, but a statement covering its position in this matter. It said that while some might be inclined to criticise the holding of the fair under the circumstances, it was simply con-

ducted in line with a phase of war psychology that came to be recognized in England after she had been at war some time. This was, an appreciation of the necessity for keeping alive the "cheero" spirit, so-called, among the people so far as possible, that, without being unduly optimistic, they might not be too readily depressed by events.

HELPING TO PRESERVE A NATION'S MORALE

This statement serves admirably to present a side of national psychology that this fishing rod company is aiming to develop in its copy to-day. This is: play so long as it is consistent with national necessity to do so—and play, because a certain amount of recreation is a national necessity towards keeping the average individual fit to keep up his part in the strain of war times. In the Army and Navy the necessity for recreation and distraction is fully realized and provided for to keep up the morale of our forces. Yet it is hardly less important that the general national morale be maintained to keep the body politic solidly behind our boys.

But here the task of maintaining this spirit has no organization behind it. Therefore, it is significant and interesting to see such advertisers as this fishing rod maker stepping up to act this rôle for millions of stay-behinds.

For a generation Bristol steel rods have been advertised continuously. The steel rod was the invention of Everett Horton, one of those itinerant mechanical geniuses that abound in New England. At the time when he made his first steel tubular fishing rod, in the late eighties, he was employed by a local clockmaker in Bristol, and his first rod was

made of clock spring steel. It was a telescopic rod, hollow with the line running through the sections from the handle to the tip.

The local legend is that he made it in his desire to get a fishing outfit to slip under his coat when he wanted to go fishing up to the pond on Sundays, although that sounds like a pretty good one in itself.

At any rate, he started to make these rods to sell, taking out

to stand the peculiar strain put on a fishing rod, he used to lay one of his samples on the floor and jump on it to prove its strength.

After three years of struggling along alone, he sold his patents to Charles C. Treadway, Charles F. Pope and Frank G. Haynes, and the firm was organized as the Horton Manufacturing Co. They wanted to call it the Bristol Manufacturing Company, but a local underwear manufacturer had

preempted that title, and so the inventor got the benefit of having his name perpetuated in connection with the product of his skill.

Almost from the start they began to advertise and issue catalogues. It is interesting to look over some of their early copy. One of the earliest catalogues showed nary a cut of a fishing rod anywhere in its pages, but where pictorial treatment was deemed necessary from page to page, the need was filled by sketches of fishes in their haunts. The goods were simply described in cold type, with the prices listed.

The new firm didn't have a very easy time, either. It had to meet a settled prejudice in favor of vegetable materials, and the first steel rods moreover were very heavy as compared

with the heft of those made possible by subsequent developments in rolling and drawing steel.

But they had a talking point in that the steel rod was cheaper than the hand-made products of split bamboo, etc., and gradually the fact that the hollow steel rod did possess the all necessary characteristics of tensile strength with lightness and ease of play

FISHING will make YOU strong just as Bombing makes the Soldier strong

The soldier prepares to fight at the front. He exercises until he is as strong as a bull. You must prepare to fight just as hard in business and profession. You owe your country a strong body, a clear mind and a loyal heart. Fishing exercises the same muscles as bomb and grenade throwing. When you cast your bait away out where you have "seen signs of the enemy" you have the same thrill that the soldier has when he hurls his bomb across "no-man's land."

"Bristol"
Steel Fishing Rods

are famous all over the world because experienced fishermen know that they will be more successful and have more pleasure if they have a "Bristol" for each kind of fishing. Prices range from \$1.50 to \$25.00. You can buy them in 16,000 stores, or, if your dealer is not anxious to serve you, you can buy from us by mail at catalogue prices plus a 3% War Tax. Write for Illustrated Catalogue—Free.

Eat Fish

and save meat and wheat.
Catch your own fish.
Use "Bristol" Rods
and Meek Reels.
Grow healthy
outdoors
while you
are saving
food.

MEEK and Blue Grass REELS

fit companions for "Bristol" Rods. Every Meek will last a lifetime. No watch could be built any more carefully. Ask any fisherman who is recognized in his locality as the most expert caster, and without a moment's hesitation he will tell you that there is no other reel to compare with MEEK. Any sporting goods dealer who has fine trade, will tell you the same. Prices range from \$7.50 up.

Catalogue FREE. Send for it today.

THE HORTON MFG. CO.
50 HORTON ST.
BRISTOL, CONN.

SOLE U.S. AGENTS
PHILIP H. WELLESLEY CO.
11 Market Street, San Francisco, Cal.



THE ADVERTISING APPEALS TO THE MAN WHO WANTS TO
MAKE HIMSELF FIT TO SERVE

United States and Canadian patents on his invention. Like so many of a mechanical turn, however, he had no special business ability, and the company struggled along for three years without success. That the inventor had some of the elements that make a successful demonstrator, the story is told of him that, when skeptical dealers doubted the ability of steel

Who Gets The Red Cross Magazine?

Not those who give money for relief work

Not ALL the members of The Red Cross

It goes to those who definitely subscribe to it by paying one dollar a year for the Magazine in addition to the annual dues to The American Red Cross.

(The only exceptions—a fraction of one per cent of the total—are those who take the \$5, \$10, \$50 or \$100 Memberships, from whose payments one dollar a year is placed in the Magazine Fund, in payment for the Magazine.)

The full subscription price is paid in every case, no club or reduced rate orders are taken. The subscription getting is carried on by the more than 11,000 chapters, branches and auxiliaries of the Red Cross, covering every state in the Union.

The subscription revenue is sufficient to pay from 95 to 99 per cent of the entire cost of producing the Magazine, including editorial, circulation, advertising, manufacturing and all other expenses—the reader pays the freight.

THE RED CROSS MAGAZINE

Owned by The American Red Cross, and read by more than a million and a quarter patriotic American families

A. EUGENE BOLLES
Advertising Manager

COLE & FREER
Peoples Gas Building
Chicago, Ill.

120 West 32d Street
New York

E. K. HOAK
Van Nuys Building
Los Angeles, Calif.

began to filter through the correspondence of those who write letters to the fishing editor for an interchange of experiences and ideas.

Also the company's advertising, maintained from the first, was putting the story across. At least half of the pages of the early catalogues were filled with minutely printed testimonials from sportsmen everywhere who had tried the rod and found it true. A novelty that can prove itself something more than a stunt has a reasonable chance for success and survival when properly introduced and pushed through advertising.

For the past ten years the company's copy has been almost solely of a publicity character, to build and strengthen the name of Bristol in conjunction with steel fishing rods. It travels few men, its sales being handled principally through hardware and sporting goods jobbers, and some 16,000 dealers. Where an inquirer wants a certain type of rod it will furnish one direct, but its copy aims simply to get the prospect to send for a catalogue to pick out his style, and advises him to ask the dealer for the goods.

COMPANY ENTRENCHES FOR THE FUTURE

Besides the original and primary object of any advertising, to get a start for a new idea, the campaigns have been maintained steadily for market protection when the patents should run out. The company wanted to have the name of Bristol so firmly established that with anticipated competition the name would still mean steel rods to the buyer. Shortly before the expiration of the basic patents the company knew that other concerns were all ready with machinery and plans to make steel fishing rods, and in anticipation of price warfare it brought out two lines of cheaper grade, the "Rainbow" and "Luckie."

But the Bristol is the only line featured in its advertising. These leaders are the profitmakers, retail-

ing from \$3.50 to \$25, and, thanks to the prestige built on its advertising, about 50 per cent of the company's sales are on Bristol rods. The company manufactures, roughly, eighty models, about half of which are Bristol trademarked.

It also makes comparatively cheap rods for mail-order business. Its first experiences with the big catalogue houses were not pleasant. The latter would buy its goods in the open market and slash the price in their catalogues. By coming to sell direct to these big distributors now, however, the company gets its rods listed in the catalogues at its own prices.

Thus did advertising entrench it to stand the shock of the price assault when the patents expired. Good will well cultivated met the test of this new competition. For good will it has aplenty, as will testify the fact that the annual number of letters it gets from fishermen on this or that phase of the sport sometimes runs as high as 25,000.

The company gives the credit for this volume of good will evidence to its advertising.

"We gauge the success of our advertising every season," it remarked to its trade a year or so ago, "not only by our sales, but also by the number of letters we receive from new and old fishermen who are planning to buy new rods and tackle of all kinds. This is how we know that our advertising is reaching new tackle trade."

Not only has this volume of correspondence been a valuable indicator of good will, but it has proved immensely helpful in developing new ideas and new styles in rods. A sportsman will want to know if he could have this deviation from the standard for a certain purpose. There may be a number of such requests from others, perhaps from a certain locality. It is not a difficult matter to make his adjustment, because, while the majority of the processes are standardized, much of the work on the rods is hand labor.



Automobile Catalogue printed
in English, French, Spanish
and Portuguese

What they say about their **"Stillson" Catalogue**

From a letter of December 23, 1917

"Usually a completed catalogue falls far short of satisfying one's expectations, and it is very seldom indeed that I cannot pick a completed catalogue to pieces and suggest what might have produced a better catalogue, but the more thoroughly I examine the Oakland book the more completely I become convinced that you have produced the best book obtainable from the material available.

"I certainly appreciate the assistance of your organization in producing this catalogue which is so entirely satisfactory to all interested and I hope that next season, if we cannot produce something better, we shall at least produce a catalogue equally good."

GENERAL MOTORS EXPORT COMPANY
H. G. ZIMMERMAN, Advertising Department

ROBERT L. STILLSON COMPANY
461-479 Eighth Avenue, New York

*Our representatives go
anywhere for business*

ERWIN & WASEY COMPANY

Advertising

58 EAST WASHINGTON STREET • CHICAGO

We know well the relation between cause and effect, and have learned the true profit of taking great pains.

Sometimes a number of letters from a certain section will embody what seems to be a consensus of suggestions, and in this way certain models are developed that meet peculiarly local demands. Again, such ideas may come from retailers or their clerks who are in an A1 position to sense out local hobbies and foibles—and your sportsman is a crank of the first water.

In connection with this correspondence it is often put up to the company to act as judge in deciding the eligibility of Tom, Dick or Harry for "big fish" honor records, etc., and some of the questions and the character of evidence submitted are often amusing, but most human nevertheless, a most important element in that ethereal substance that sometimes is called good will, and lists for a dollar.

For some years past the company has aimed simply to sell Bristol steel fishing rods and the sport of fishing. Year in, year out, there was little deviation from the general character of the copy. It ran anywhere from drawings of men fishing in inviting surroundings, men fly-casting, studies of different types of game fish in various poses during the act of being caught, to, more recently, photographs of the "big catch" sent in by the fisherman responsible therefor, availability of such material naturally hinging on whether a Bristol rod was used in making the catch.

Year after year the magazine copy plugged along this line, every month of the year and in gradually larger size space of recent years, backed up with dealer helps for window and store display, by the annual catalogues, and an occasional booklet of "Fish Stories," "Tricks and Knacks of Fishing," or a pair of scales offered as inquiry bait.

New copy material was furnished when about two years ago the company bought the business of B. F. Meek & Sons, of Louisville, Ky., and moved it to Bristol. It was then able to make good copy of the happy union of

the famous "Meek" and "Blue Grass" reels with Bristol steel rods. This started in 1917.

Then came our entry into the war, and the accompanying flurry of uncertainty about everything; a time when advertisers in any field were not quite certain of their course under the circumstances. In the sporting goods field there was almost a panic.

THE NEW AIM OF THE ADVERTISING

In the first place millions of young men used to vacations and outdoor sports were going in for a new kind of outdoor game of a decidedly serious nature. The older in years were not quite sure whether under the circumstances it would be fair for them to go vacationing when their brothers were off at the wars. What they might do instead was not quite clear—go on a farm or help in some other way. In some such a maze was the public mind.

Then quietly some advertisers began to sound the note that an even keel is the prime requisite asked of the stay-at-home; that, and increased power to do more work.

Thus, in July, 1917, the Horton company's copy sounded the steady note that was beginning to be heard in other quarters.

"It is my patriotic duty," read an advertisement embracing a sort of stay-behind's creed—"to keep myself physically and mentally fit. Since the war started I have been under so much pressure and strain that I feel most 'in.' I owe my country 100 per cent efficiency in my business in order that the great burden of the war may be borne with the least disturbance to prosperity.

"Therefore I am going to take two weeks off and go out into the great outdoors and fish and rest. I am going to forget everything and enjoy life in the open in order that I may better serve my country."

The same idea runs through all the copy this year, but in a different way. A series of advertisements showing a full figure of a man going through several of

the motions of a man casting with a fishing rod are set in conjunction with photos of army recruits going through some of the setting up exercises and drills. The analogy between the movements made in casting a bait or fly, or playing a fish, and some of the army training exercises, such as bomb throwing, the bayonet exercise, is striking.

"Fishing will do for you what the Army does for the recruit," advises the opening piece of copy which appeared in March. "In bait casting, fly casting, or almost any kind of fishing, you get the same exercise of the muscles of the side, back, abdomen, legs, arms and neck that you get in the Army and Navy 'setting up' exercises. You also get the outdoor life. The air is always cleaner and more wholesome—less dust and smoke when you are out on the water. You owe your country your best health and efficiency."

Other pieces of a similar character follow in successive months. This copy also ties up to the food conservation movement.

"If we must take months and months of precious time to build up the soldier's body, is it not important and a patriotic duty for everyone of us who cannot go to take the time and make the patriotic effort to put ourselves in the most perfect physical and mental fitness for carrying the extra burdens which the war puts upon us?"

"Don't break down and become a liability. Fish mornings, nights, holidays, and week ends and make this a fishing vacation. Eat fish and save meat and wheat. Catch all the fish you can."

I can hear some who will say that this angle is far-fetched. But if you will examine into the motive behind it you will appreciate that it is not. It is part of a heavy effort to steady a rocking boat.

A well-known preacher in New York City said recently in his pulpit:

"In these days we wish we were in France. We read the morning

paper, get excited, take another sip of coffee, turn over the page, and say to ourselves: 'If I were only over there in France helping to stop those Huns, then I could be doing something!'

"But we do not take the one step further and remember that while we cannot be in France, we can remain here and still do something to help stop the Hun."

Physicians are advising excitable patients who can't keep their mind on their work to take rests and avoid newspapers. If there is one thing required of the average non-combatant, it is that he or she keep "down," not "up in the air."

And this fishing rod concern, which for years has built its business by steadily plugging the sport of fishing in one way and another—would it be reasonable of it to say: "As everybody is excited and can't think of fishing now, I will not bother them by reminding them of a source of recreation that will make them better able to stand the strain and extra burdens of war."

That is the line of logic that in a state of panic you might expect of many a concern. But this advertiser takes the medicine it prescribes. It keeps its own head level, remembers the years of investment behind it to maintain, and that the war will not last indefinitely.

"Alphabetical" Self-Service Grocery

A new variation of the "self-service" type of grocery store has been put into operation by the H. G. Hill Grocery Co., of Nashville, Tenn. All shelf room is divided into groups arranged alphabetically, and in the "A" group are found all groceries the names of which begin with A—asparagus, apricots, ammonia, etc., while under each other letter will be found goods of the corresponding initial. Otherwise, the arrangement is much the same as in other "grocerias" already described in *PRINTERS' INK*. The Hill company, which operates forty-five other stores in Nashville, states that it does not expect to be able to reduce prices in this new store below those in effect in its other establishments, but that if the public prefers waiting on itself, "we will cheerfully adopt the plan for all of our stores."

The Circulation of
THE
Birmingham Ledger
is More than
40,000
and Growing

CIRCULATION FOR WEEK ENDING APRIL 13TH

Monday, April 8th.....	40,680
Tuesday, April 9th.....	40,422
Wednesday, April 10th.....	40,426
Thursday, April 11th.....	40,597
Friday, April 12th.....	40,725
Saturday, April 13th.....	41,153

Total	244,003
Average	40,667

Of the more than 40,000 subscribers of The LEDGER, more than 30,000 read no other Birmingham newspaper.

Birmingham is the Southern "workshop of Uncle Sam."

Millions are pouring into permanent industrial investments in and near Birmingham in which thousands of skilled mechanics are employed, creating larger pay rolls and adding thousands of population.

For instance:

The United Steel Corporation is spending over \$35,000,000 for enlargements and new fabricating steel plants.

The United States Government is spending \$60,000,000 at Muscle Shoals for developing power for the manufacture of Nitrates.

THE LEDGER is a six day evening paper, 3 cents per copy—over 95% home delivered.

THE BIRMINGHAM LEDGER COMPANY

Birmingham, Alabama.

James J. Smith, Publisher

The John Budd Company, Advertising Representatives

New York

Chicago

St. Louis

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS

Joseph Schaffner's Death Recalls Struggle to Nationalize Clothes

His First Advertising to Sell Men's Branded Clothes Called Foolhardy and Wasteful—The Success That Crowned His Work

By G. A. Nichols

THE passing of Joseph Schaffner, whose death in Chicago on April 19 was recorded in *PRINTERS' INK* last week, brings out in sharp relief one of the most notable advertising successes of a generation.

As advertising and financial head of the great clothing firm of Hart Schaffner & Marx, Mr. Schaffner attained fortune and international fame in one of the country's most difficult and troubled industries—the garment trade.

In his advertising he struck out with the bold courage of the pioneer. He sought no precedent to guide him, for there were no precedents. His business associates declare he was the first man in the country to advertise clothing in a large national way. What he did in this respect, despite difficulties and discouragements, supplies a striking lesson to those of little faith who insist on seeing the results in advance and who hesitate to do a thing because it "never has been done before."

Mr. Schaffner's advertising vision came abundantly true. He proved he could see infinitely farther than most others in his line of business.

His advertising success was sweet to him, as it rightfully should be. But some of his admirers wonder, as they now think over the doings of his busy life, if he did not regard his accomplishments in behalf of labor as being his most notable achievement.

Into the guerrilla warfare between clothing manufacturers and clothing workers, he caused his firm to bring a *modus operandi* under which both could live and profit. Hart Schaffner & Marx's policy brought peace and business

stability to the entire garment trade. It let air, light and fair play into fetid sweatshops. This is the kind of business vision, believed in and lived up to, that marks a really human advance—which, after all, is better in its way than monetary success.

Mr. Schaffner never went to school much—except to the school of experience. He attended the public schools of Cleveland for a while, up to 1871. From then until 1887 he spent his time in self-education and acquiring enough money, through hard work and privation, to engage in business with his friends, Harry Hart, Max Hart and Marcus Marx. The firm of Hart Schaffner & Marx was formed in 1887, later becoming a corporation, with Mr. Schaffner as secretary and treasurer.

From the beginning, it was the firm's policy to produce clothing of unquestioned quality. Their output grew and success in a local way came on rapidly.

FORESAW NATIONALLY ADVERTISED CLOTHES

But Mr. Schaffner could look ahead into the future far enough to see his product have a widespread national distribution. He decided that for ready-made clothing a national name and fame could be built up as well as in the case of soaps, pianos, talking machines or anything else.

Accordingly he organized his advertising department on the scale that then was regarded as the rankest kind of heresy.

The clothing industry of the country was amazed to see appearing in the magazines and metropolitan newspapers advertisements combining real art and real copy writing telling forth the su-

perior merits of Hart Schaffner & Marx's clothing. No mention was made of the price. People—for the advertising was directed at the people—were not even told where they could get the clothing. In other words, it was straight-away consumer advertising direct from the manufacturer.

Mr. Schaffner was criticized, sympathized with and even abused.

Who ever heard of going into a big national magazine to advertise clothing to the natives in Osage City, Kansas? If the advertisements could have some

would soon see that in handling Hart Schaffner & Marx clothes there was an opportunity to make a satisfactory profit out of the advertising paid for by the makers.

The big idea behind the proposition was the gaining of volume. Volume, even though the individual profits were smaller, would make the business truly great. The way to get volume, Mr. Schaffner argued, was to create consumer demand all over the country.

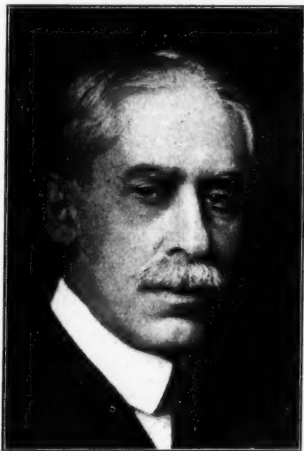
The field was inviting but not at all easy. That was the era of the "hand-me-down" suit. Every little town had its tailor. So sharp was the distinction between ready-made and tailor-made clothes that the man with the tailored suit would stand out from the multitude as prominently as would an exquisitely dressed woman in a convention of frumps.

It was Mr. Schaffner's task to show the men of America that they could be well and properly dressed at a moderate price, and that Hart Schaffner & Marx clothes supplied the means of their thus being dressed.

Mr. Schaffner decided that art would have a great deal to do in putting over this message. With this idea in mind he founded an art organization that was as good as money could buy. This organization exists to-day practically the way he formed it twenty-five years ago. He regarded himself as being the first clothing manufacturer in the world to use elaborate art in advertising ready-to-wear goods—something which to-day is commonly accepted as one of the essentials of this kind of advertising.

The copy part of the ads was short and simple. So few words were used that the entire message together with the picture could be grasped in one eyeful.

So well was the message given that a demand soon was created. The writer very well remembers when a youngster in a little western town that the name Hart Schaffner & Marx became a symbol for good clothing. The fellow wearing a suit of that brand



THE LATE JOSEPH SCHAFFNER

hook whereby orders or even inquiries could be brought in, there might be some reason for it. But here was a bold man throwing good dollars after good dollars into space for some strongly written and classily illustrated messages about the good points of a certain kind of clothing.

The unusual thing about the advertising, judged by the standards of those days, was that it should go first to the wearer of clothes, then to the man who sold clothes.

But Mr. Schaffner had the thing figured out. His idea was to interest the man who wore the clothes and then the dealer followed as a matter of course. He

felt that he had a right to some distinction. He had to go to the nearby city to buy the suit. But soon the local clothing man saw the big asset that would be his in handling that clothing. Being a high-grade merchant himself—one who could do justice to the superior proposition—he obtained the agency.

Then he found that the firm not only was creating a demand for him through its national advertising, but that it was ready to co-operate in a lavish way to help him advertise and sell his goods.

The Hart Schaffner & Marx people to-day declare their dealer helps are the most elaborate in the country. These take in about everything the retail clothier needs in the way of advertising. There are window cut-outs. There are detailed directions for building complete window trims. There are complete advertisements which the dealer can obtain in mats or cuts. There is expert counsel which is at the dealer's disposal at any time. This department is being operated now substantially the way Mr. Schaffner organized it.

Mr. Schaffner took great pride in his organization. He regarded it as vastly important to have his employees satisfied and happy. Accordingly he was surprised and grieved a few years ago when his employees, together with those of other clothing makers, went on strike.

After an investigation he declared he was not surprised that the people had struck but surprised that they had not struck sooner. He discovered a condition of petty tyranny on the part of some foremen that he had no idea existed.

Out of this came the famous Hart Schaffner & Marx labor agreement. Mr. Schaffner called in experts from various part of the country and discussed the question exhaustively with the Amalgamated Clothing Workers of America. The result was the establishment of a Board of Arbitration and the Trade Board. The Trade Board consists of

eleven men, five chosen by the company and five by the union. The chairman is elected by the ten. The Trade Board is the primary board of adjusting grievances and if this board cannot agree the question is put up to the Arbitration Board. Since that time there have been no further difficulties. And the benefits of the agreement have extended throughout the clothing business.

Mr. Schaffner had time to be a good citizen as well as a good business man. He was instrumental in organizing an evening school of commerce in Northwestern University so that the younger business men of Chicago might have a good opportunity to learn some things they ought to know. Later he became a trustee of Northwestern University and was on the board at the time of his death. He was an extraordinarily well read man. His private library is one of the most elaborate in the country.

In his personal dealings he was kindness and courtesy itself. They tell a story about a young advertising manager of a small west-side clothing firm in Chicago who once sent to Mr. Schaffner a number of advertisements he had written, asking that they be criticized fully. The young man apparently did not realize that he was trespassing upon the precious time of the advertising head of a twenty-million-dollar business. But he got what he wanted. Mr. Schaffner wrote him at length, telling him in full detail where the ads were weak.

Mr. Schaffner was born in Readsville, Ohio, in 1848. He was a little past seventy years of age when he died.

The officers of the Hart Schaffner & Marx corporation which operates under a New York charter, and who were re-elected at the annual meeting of the stockholders last January, were Harry Hart, president; Max Hart, vice-president, and Mr. Schaffner, secretary and treasurer. They, with Marcus Marx, A. G. Becker, Moritz Rosenthal and M. W. Cresap comprised the directorate.



The Martin V. Kelley Company

Advertising

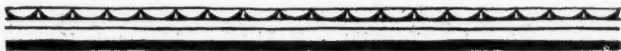
Martin V. Kelley, Pres.

Ralph E. Keller, Treas.

Russell A. Field, Vice Pres.



New York City
171 Madison Avenue
Toledo, Ohio
2nd. National Bank Bldg.



FIRST PRIZE, \$100.00 WASHINGTON STAR AD-
WRITING CONTEST



Covering the National Capital at Small Cost

THE enormous scale of government operations for conducting the nation's affairs in this crucial period are centered at Washington. Here are gathered together the great men of business and industry from all parts of the country. Unprecedented prosperity from war activities has enabled Washington purchasers and consumers more than ever before to satisfy their preference for advertised commodities.

This important field is completely covered by THE STAR'S highly concentrated circulation (2 cents, non-returnable) over 95,000 daily and 75,000 Sunday.

With a flat rate of sixteen cents per line daily and twelve cents per line Sunday, THE STAR offers an effective and economical way to national advertisers who desire to cover the national capital at small cost.

The Evening Star.
WASHINGTON, D. C.

"Bob" Murray Doesn't Fear Mail- Order Houses

(Continued from page 20)

other carload of that good roofing which we sell at such a low figure. \$2.20 for the best kind, warranted for fifteen years and from that down to a pretty good one-pley at ninety cents a roll. Can you beat it?"

"J. E. Avery, of Blooming Grove, is going to see things in the right light. He has purchased one of our Western Electric Farm Lighting Plants."

"Sam Brooking, the good natured butcher and farmer of Pleasant Mountain, loaded one of our Dockash ranges on the back end of his Ford car Friday and hustled it home. We know a Ford can go some, but when it comes to fast work these Dockash ranges burn up so fast in the morning that the speed of a Ford would be like that of a horse with a wooden leg in the 2:10 class."

"Frank Swendsen, of Tyler Hill, has just purchased one of our finest top buggies. If you like it, come in and get one. We have more."

"If you have one of our New Holland feed mills come in and let us tell you how to grind twice as much with the same amount of power you are using. Please do not neglect this, as it will save you money."

"John Simpson, of Carbondale, is using our Star Barn Furniture in his new barn. John always comes over to see us when he needs anything for the farm."

"Jno. Carey, of High Lake, has just completed one of the finest barns in that section. He has everything nice and handy. The doors will all roll on our Cannon Ball Door Track and Hangers."

"George Hadden, of

Rileyville, says the Hamburg Potato Digger he bought of us surely hustles out the tubers. Beats all how this digger pleases. Chas. Goodman, of Texas, and Chas. Webb, of Bethany, will dig their potatoes the Hamburg way. If your crop is still in the ground, better get a Hamburg. We still have a few."

"Chas. Bigart, of Hoadleys, Oregon School Board, Mrs. Foremen, Jno. Gray and Fred Weber of Honesdale, C. A. Hicks of Laurella, Miss Kate Burke of Galilee and Mrs. Wilson of Beachlake are among the many recent purchasers of Dockash ranges and Wayne County Oak stoves. If you need a stove, we will both lose if you don't come in and have a look."

"Do you ever have people suggest that they would like to see certain items about them and their affairs printed?" I asked Bob Murray, having in mind that people do this with editors.

"Occasionally," was the reply. "They will sometimes say, 'Oh, I don't suppose you would want to print this,' but we take the hint."

"I TELL YOU BOYS



W. L. FERGUSON.

Seelyville, Pa., President of Wayne Agricultural Society, and oldest active farmer in Wayne county.

that dollar a hundred corn and grain fertilizer of yours is surely a money maker for the farmer."

That's what W. L. Ferguson, the oldest farmer in Wayne county, said about Bowker's Corn Fertilizer and he surely knows for he has used this brand for the past twelve years, and the excellent corn he produces each year not only proves that he uses the right kind of fertilizer, but that he and his son know the "how" of raising good corn.

Mr. Ferguson has used other fertilizers, some of them much more expensive, but always comes back to Bowker's Dollar Per Hundred for corn.

This brand of fertilizer is surely a money maker for all who raise corn or grain as it is extremely soluble and gives the plant the early start so necessary in our short seasons.

How much do you want? It costs \$2.00 per hundred.

Murray Co.

Everything for the farm.

Honesdale, Pa.

THE KIND OF TESTIMONIAL THAT HAS REAL WEIGHT

"This is rather intimate sort of material that you are publishing," I added, "and I wonder if sometimes customers may not resent having such items published."

"We have never had anything serious happen. Now and then people ask us not to mention that they have made certain purchases and of course we respect their wishes. We use judgment. For instance, a week or so ago, a certain young man came in and bought a new cutter. He said to Jake, 'Don't mention this in the paper. You see, I've been taking a girl out pretty regularly, and if it gets out that I've bought a new cutter the fellows will be kidding the life out of me.' Of course we told him that it wouldn't be mentioned. Next week the rural mail-carrier came in here and said, 'Say, Mr. Bob, why didn't you say something about John's new cutter in the paper this week?' I told him I would have done so but John asked us not to. 'That's all right,' he replied, 'he might have said that, but just the same when I took the paper to him he ripped it open, looked at your ad and said, 'Well, I'll be danged if he didn't say something about everybody but me.' You better put that item in.' And so we did. John was in a day or two later, protesting mildly but with a beaming face."

The Murray Company has what some merchants call a "spring opening," but which the Murray boys term a "big party," every spring. Take note of the happy phraseology. In the spring of 1916 something over 3,000 people attended. Last year the attendance was more than 4,000, and orders for \$5,000 in excess of the usual day's business were taken. Music, cigars and refreshment are provided. Every youngster gets a bag of candy. What's more, the company writes to the principal manufacturers with whom it deals, tells about the "big party" experiences of previous years and asks for material for a special booth. It also asks that a demonstrator or salesman be provided. The result of this was that last

spring there were twenty booths in charge of a manufacturer's representative, and the Murray people provided guides to take people around.

The Murray Company is an aggressive linker-up with national campaigns, and you can be sure that if the advertiser follows the plan of giving local advertising, he is asked by the company to use the two Honesdale papers as a support to the retailer's own efforts.

Yes, the Murray Company comes into competition with mail-order houses, and combats the competition by printing its own mail-order catalogue in the same style of printing and illustration as that of the big mail-order houses. The firm features in this catalogue only the goods on which it can meet or about meet the mail-order prices. In a number of cases the goods featured in this catalogue are shipped direct from the manufacturer to the farmer, and the farmer must buy from the illustrations if he elects to buy from the mail-order catalogue. Mr. Murray explained that the best effect of the catalogue is simply that it shuts off the talk about what one can do when he buys by the mail-order plan. "When they see, they are usually satisfied and prefer to come in here and buy their supplies right on our floors," he said.

Has the company a mailing-list? It has. Would you suppose that it is a typewritten list or even a list on cards? No, sir. The list of this enterprising Honesdale concern is on Addressograph stencils, covers 3,500 names, and the list is subdivided into groups. Moreover, these groups are checked up. For example, if the county assessor's list does not show a farmer to own ten cows he is not put on the dairymen's division. I do not know of any national advertiser who does the thing more efficiently than that.

Bob Murray is alert to turn to account any timely event that fits into his merchandising programme. When train service was cut down recently it was re-

Advertising in Minneapolis

The advertisers of Minneapolis use more space every week in the year in the Minneapolis Journal than they do in any other newspaper.

The biggest advertisers in Minneapolis pay at least as much per line to The Journal as they do to any other newspaper—and in several instances—on “full line of copy” contracts—they pay the second newspaper of Minneapolis less per line than they pay the Journal.

These advertisers are on the “premises.” They *know circulation values* in Minneapolis.

Minneapolis Journal
Minneapolis, Minn.

marked that while it might result in some inconvenience, the new arrangement would in the long run benefit Honesdale because it would have a tendency to make people trade at home. The company, in its next advertisement, had the following to say:

"We note by the papers that Mr. Coyle, the D. & H. R. R. Freight and Passenger Agent, states that Honesdale Business Men should be better pleased with less passenger trains, as that would prevent our customers going away to do their shopping. Mr. Coyle evidently does not know the spirit of Honesdale merchants. What we want is more trains to get the people here and we'll take all the chances of losing business by our friends going to Carbon-dale or Scranton. We claim that it is a customer's duty to himself to buy where he can secure the best value (not always the lowest prices), and when we cannot furnish values equal to any other source of supply, we expect to take down our shingle, close up shop, and go to work for the concern that has so well proven that it can beat us at our own game."

The firm has recently acquired the two adjoining stores, thus getting a new frontage of some seventy-five feet on the main street of the town. It has enjoyed a general yearly increase of 15 per cent in business for a number of years. In 1917 the store did a gross business of about \$150,000 in farm supplies at an advertising investment of $1\frac{1}{3}$ per cent, which covers the large item of mail-order catalogues mailed three times during the year and the expense of the "big party." It sold ninety-five gasoline engines, eighty mowing machines, thirty-five silos, thirty ensilage blowers, thirty-two grain threshers, three hundred tons of commercial fertilizer, 3,500 tons of agricultural lime and other supplies in proportion.

Said Bob Murray as the evening train for Scranton drew up to the station: "I am satisfied that in 1918 we can make our usual record on an expenditure of 1 per cent for advertising."

Wants "Printers' Ink" to Increase Its Page Size

THE CAREY PRINTING COMPANY, INC.

With Which Is Consolidated
Dittman Color Printing Co., Inc.

NEW YORK, April 25, 1918.

Editor of PRINTERS' INK:

Has PRINTERS' INK outgrown the pocket edition class of magazines?

No. 1. The change of size of PRINTERS' INK to about $9\frac{1}{2} \times 12\frac{1}{4}$ inches would conform to the standard size idea now prevailing.

No. 2. It would lend itself to your growing needs.

No. 3. It would in my opinion be welcomed by the majority of your subscribers. PRINTERS' INK is now being read in the office, the library and the studio rather than in the subway, trolley or train, and the change of size would meet this larger and more dignified position.

No. 4. The change of size is in the regular line of progress and I am of the opinion that you have just naturally reached your limit for the pocket size—a few pages added to your present form, which you find necessary from time to time through pressure of circumstances, makes it look like a "slop-over" which no mechanical improvement can eradicate.

No. 5. When a man or a proposition reaches its limit according to the law of life disintegration and decay follow, but new life can come out of the decay of a seed potato if it is only given a chance.

No. 6. From the seed of the present plant of PRINTERS' INK may now be evolved in a natural way a new and better life without a possibility of loss of prestige or profit and the prospects of much greater prestige and profit in the near future.

No. 7. You will just naturally fall into line with standard size of advertising pages of various national advertisers which you do not now even solicit as you cannot offer what they require in size of page display.

No. 8. Advertisers would just naturally accept such a radical change as a proper and wise conformation to present-day fashion in printing and magazine progress and style.

The above is my opening argument and while it may not be as good a one as you may be able to put up with your inside information still it may contain a fruitful suggestion to you as showing you how the outsider views the matter.

THE CAREY PRINTING COMPANY, INC.
Henry Jay Ronalds.

H. Lad Landau Appointed General Manager of Sales

H. Lad Landau, formerly manager of the foreign division of W. J. Crouch Company, Inc., New York steel exporting house, has been appointed general manager of sales, in charge of all of the promotion work for the company.

A Billion Dollar Business

FARMERS in the Northwest will spend **ONE BILLION DOLLARS** for merchandise before January first, 1919—approximately as follows:

\$340,000,000 for home furnishings and household needs.

\$200,000,000 for clothing and personal requirements.

\$240,000,000 for miscellaneous items and luxuries.

\$160,000,000 for building materials.

\$60,000,000 for farm machinery.

The Twin City Market

offers you the best opportunity today for expanding your business.

For over fifteen years we have studied and investigated every phase of this market's merchandising possibilities.

We can help you with your problems of merchandising and advertising. We can help you to secure a thorough distribution for your products. And we will gladly work in co-operation with your advertising agency.

A frank discussion by correspondence or personal interview entails no obligation.

Mitchell Advertising Agency, Inc.

304-14 Plymouth Building

Minneapolis, Minnesota



Colton Service

HOUSE ORGANS give unlimited opportunity to the advertiser to tell his story in his own way. We consider the use of the house organ so essential a supplement to modern advertising, that we maintain an editorial and production department devoted exclusively to this work.

Colton

Wendell P. Colton Co.
Advertising & Sales Plans
165 Broadway, New York

Organize to Combat the Spies in Your Plant

Propagandists Flourish by the Thousands in Manufacturing Plants, in Clerical Forces, and Everywhere That They Can Gain a Foothold for Their Evil Work

INDUSTRIAL America to-day is overrun with German agents.

The long arm of the Prussian secret department has swept over the map of the United States and left its impress on every plant and factory and shop and store where it could gain a hold.

These spies do not all throw bombs, or wreck machinery, or seek to gain information. One of their chief ends in life—one of the aims against which manufacturers, and especially those in the industry, must guard—is the spreading of seditious, disloyal, Prussian propaganda.

Simultaneously with the awakening of America to this insidious danger to its national life has come the realization of personal responsibility on the part of employers of labor to combat the enemy within their gates. No one else is in a position to do it so effectively as they. They are the heads of their industrial households and upon them rests a large measure of responsibility for seeing that the spreaders of disloyal contagion within the ranks of their employees are crushed.

It is easy to realize this; it is a step to determine to act, but to decide how to act is quite another problem.

How can the employer operate among his people; what weapons can he utilize; how can he proceed to set up a counteracting influence against the agents who would destroy the fealty of the men and women who gain their livelihood under the roofs of his establishment?

These were questions submitted this week in the private offices of the Department of Justice in the Park Row Building, New York City, by a representative of *The Music Trades*.

The officials who received *The*

Music Trades representative were ready immediately with a suggestive scheme by which manufacturers and other large employers of labor might co-operate with the government of the United States; how they might render patriotic service in eliminating disloyal elements, and incidentally protect themselves and their property.

"Suppose you employed a large laboring force, skilled and unskilled," a member of the department was asked, "what would you do?"

"I would organize!" was the prompt reply. "The enemy is organized thoroughly and has been for a long time. You can fight him in no other way effectively."

This official of the Department of Justice then proceeded to indicate how to proceed.

"In such a position," he said, "my first step would be to make a personal, informal survey of my force. I would enumerate my associates, one after the other in my mind. I would ask myself, of each one: 'Is he loyal? Why should I believe he is loyal? How much do I know about him? How long have I known him?' After I had asked myself those questions, and answered them, I would form a committee, mentally, of my oldest employees whom I trusted most.

"Without a day's delay, I would call a meeting of that committee. I would state the facts, not alarmingly, but plainly. We have passed the alarmist stage in America, I devoutly hope. But I would tell them that, while we stood in no danger of being blown to pieces by a bomb, because blowing up a piano or talking machine plant would hardly be of any direct military advantage, we did stand in danger of having the morale of our force blown to pieces, of hav-

ing their loyalty shot to smithereens by subtle, clever, and, to the unthinking, convincing arguments against the war, against the administration, against everything that is of its essence American in this war, by agents in our own plant. And I would state it as the reason for this conference, that I meant to eradicate such influences from the plant.

"Probably the next thing that would happen would be a volley of questions from your committee. Your trusted employees, who had just heard your remarks, would want to know who was doing all this; whom you suspected and all about it.

"I would answer the questions by telling them I didn't know and that I had formed this little impromptu vigilance committee for the very purpose of finding out. I would ask them what they had heard from the ranks.

"In many cases, there will be immediate information at your disposal. Your men will tell you that So-and-So has been knocking the war from the day it started, has been calling it a rich man's game, and trying to agitate labor against it. Mark that man's name down. Another will tell you that a rumor had gone through the factory like wildfire recently of a disaster to three American transports, and that it caused a great deal of distress among those who had relatives and friends among the troops. These rumors, you must remember, are never disproved, in the minds of some people, and even though others, more intelligent, may learn ultimately that it was all a mistake, the demoralizing effect of such a tragedy has had its effect, and has, perhaps, accomplished the purpose of such rumors, which originate in the minds of German agents, in the hope that it will dishearten the masses of the American people against the war.

"Assuming, for instance, that there is a man in the plant who knocks the war, and knocks the army, the navy, those who run them, and those who have the control of the executive branches

of government, what would be the next step? To order the man's immediate arrest? By no means. You would then defeat the very object of your conference, which is to render your best co-operation with the government in this really serious business.

"Watch your man. Investigate him. Don't let him know you are watching him of course, but watch him. You must remember that very probably you will have nothing on which to arrest him, and that even if you did, you would only let his employer, the real scoundrel, and the real menace to the peace and safety of the community, get away. Investigate the man. Find out if at night 'he treats the boys,' spends money freely, and lives above the money he can earn in your plant. Find out where he lives, how much rent he pays, in short, how expensively he lives. Find out from your payroll what he makes every pay day. If you find him living extravagantly, spending more money than he earns, then you have very excellent cause to suspect that he is getting that money from a venal source.

"That case then becomes a matter for the Department of Justice. That man needs looking after, and the work can best be done by those who know the ropes better than you. Look in your telephone directory for the United States Department of Justice, ask for one of the agents, and tell them you have a matter of importance to communicate. An appointment will be arranged, and when you have kept that appointment your task in that particular connection is done, and you have accomplished your patriotic duty.

"But the German agent does not always work this way. He appears under different guises, in various make-ups, and at times he is very difficult to distinguish. Even experts are deceived sometimes. They cloak themselves as Socialists, as world citizens, as I. W. W.'s and all sorts of high sounding, pompous titles. But the Prussian snake is hidden behind every one of them.



\$5,000,000 From A Letter

The Manufacturers and Traders Bank of Buffalo selected a letter as the only feature in a campaign soliciting subscriptions on the Liberty Loan.

It was overwhelmingly successful.

The list of 27,000 who received the letter was well selected. The letter itself was interestingly written by a well-known correspondent in Buffalo. As a result over five million dollars came in through this Bank from 18,809 subscribers. The amount represented one-quarter of the City's total.

Filling in the letters to give them a personal touch and addressing the envelopes may be taken care of with the Addressograph, ten times faster than the typewriter does it. No unfortunate omissions of titles or errors in spelling.

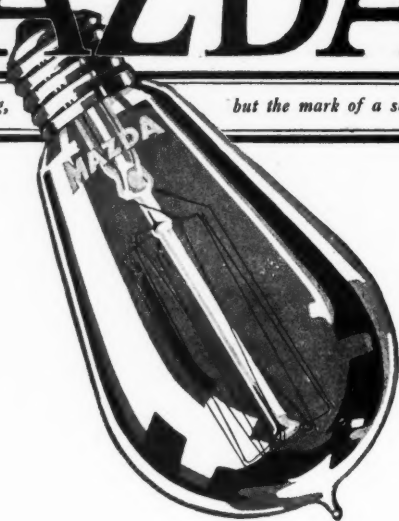
Complete equipments for large lists, and the small Hand Machines for use on the desk.

Addressograph
TRADE MARK
913 West
Van Buren St. PRINTS FROM TYPE Chicago, Ill.

MAZDA

'Not the name of a thing,

but the mark of a service''



The new light that MAZDA Service throws on lamp-manufacturers' problems is reflected in the brighter, whiter light that [MAZDA Lamps give in your home.

THE MEANING OF MAZDA

MAZDA is the trademark of a world-wide service to certain lamp manufacturers. Its purpose is to collect and select scientific and practical information concerning progress and developments in the art of incandescent lamp manufacturing and to distribute this information to the companies entitled to receive

this Service. MAZDA Service is centered in the Research Laboratories of the General Electric Company at Schenectady, New York. The mark MAZDA can appear only on lamps which meet the standards of MAZDA Service. It is thus an assurance of quality. This trademark is the property of the General Electric Company.



RESEARCH LABORATORIES OF THE
GENERAL ELECTRIC COMPANY



"You very probably will find that pamphlets are being distributed. They are plain innocent appearing little booklets, with simple covers. They appear as if by magic on the desks, the work benches, the lunch tables of your employees. Nobody knows where they came from. But in an off hour they make easy reading. To the uninitiated, the uninformed, the mentally lazy, the ignorant man and woman, they are very dangerous. In most specious language they cleverly twist facts and turn phrases to such purpose than when one is done, if one is not bewildered, at least the impression remains that England and France and Belgium are designing nations; that the United States has been dragged into a war where it does not belong; that we are pulling the chestnuts out of the fire for the other Allies; that Germany is fighting for national existence; that the Kaiser is not as bad as he is painted; that the real sentiment of this country is submission and not war, and a whole lot of other iniquitous, disloyal bunk, written with such subtle sophistry, in such reasonable-sounding clauses, that many accept it as gospel.

"That is a typical Prussian trick, and I can honestly say that it is one that is being done every day in the week, up and down the land. There is where your vigilance committee is needed. Just as your vigilance committee should have turned its attention to finding out all it could about the man who knocked the war, so it should now devote its energies to finding out where those pamphlets came from. The need for caution and discretion in a matter of this kind will be immediately apparent. One must be careful. Discreet inquiries might be made, but unobtrusive watching would be the better course. The essential thing is to find out where those pamphlets came from. You won't be able to get a clue from examining the booklets. They will deliver their miserable story, but there will be no printer's imprint to guide you to the press room where it was

struck off. The Prussians would not make such an elementary mistake in craftiness as that.

"The fact that such pamphlets are being distributed among your workmen is a matter that should be reported. If you can determine the source from which they came, so much better for our agents. If you can point out to us the man who is circulating such seditious literature, so much the quicker can we find out the man who is behind him. There is always a man behind. The trail would lead all the way to Berlin, but it is a difficult enough business to get to the important centers here. The information you supply may be the starting place of a trail that leads a long, long way."

This official then proceeded to explain the work of a most unusual organization which blends its unique activities with those of the Department of Justice. It is known as the American Protective League, and its central address is Post Office Box 59, New York City. Branches are scattered throughout the country. This agency is doing a tremendous amount of good, and those interested in "swatting the spy," as David Lawrence put it in a recent issue of the *Saturday Evening Post*, would do well to get in touch with them. If an employer of labor found it advisable, it might be possible for him to have one of his force admitted to membership in the organization, or he could be placed in direct touch with the agent near him by getting into communication with the executive offices in New York.

The American Protective League is a purely volunteer organization. Its members have their work cut out for them by the officials of the Department of Justice, and they are rendering loyal and devoted service to the cause. The employers of labor in the industry have the opportunity to do a great work by lending the League and the Department of Justice their hearty co-operation in a matter that is admittedly vital to the interests of the nation.—*The Music Trades.*

Neighbor Canada

Her Folks and Ours Are Becoming Less and Less Conscious of the Line Fence

By George F. Hobart

Hamilton, Ont., Canada

THE relations between the United States and Canada in the year 1911 remind me of the story of the Stranger and the Native.

The stranger in town accosted the native on the street and asked, "Do you know where the post office is?"

"Yes," said the native, and passed on. After going a few steps, the native turned and called back, "Do you want to know where the post office is?"

"No," said the stranger, and resumed his way.

Prior to 1911 the statesmen and near-statesmen of both political parties in Canada had endeavored to make reciprocal trade arrangements with the United States. The Conservatives failed, and when the Liberals came into power in 1896 they in turn tried their hand at the game, with the same result.

Then in 1911 the United States made an offer of reciprocity that made Canadians pinch themselves to see if they were really awake. It seemed too good to be other than a tantalizing dream. But in the election of 1911 the Canadian people turned down the offer. The stranger was peeved.

The Liberals, who were in power at the time, overreached themselves. It seemed as if the population would rise with one accord, or whatever it is populations rise with, and chortle in their joy, "O! Frabjous Day, Calloo Cal-lay," or words to that effect. Then the Liberals beheld a dazzling vision. They were nearing the end of their parliamentary term. They decided to dissolve the House and appeal to the country for ratification of their brilliant coup. They would thus insure for themselves a new lease of power and office. It would be a cinch. Opportunity was sitting on the electric button and yelling through the keyhole,

a rather difficult feat even for Opportunity.

The Conservatives were in a tight place. There was nothing to do but fight, so they fought, desperately, but without hope. They opposed the scheme they had formerly favored. The misdeeds of the Liberals from 1906 to 1911, and they were not a few, were worked to the limit; but the general opinion is that the Conservative victors were more surprised than the Liberal victims when the results became known.

After Canadian people had dissembled their love by giving their good neighbors a gentle slap on the wrist, they proceeded to do more business with the United States than ever before. On a per capita basis, Canada was far and away the best customer of Uncle Sam and bought more goods from him than did all the countries of South and Central America combined.

REAL FRIENDSHIP INDICATED BY THE TWO PEOPLES

Things were progressing toward the delayed but inevitable North American trade coalescence when the war started. Nothing else could have so drawn the peoples together and made manifest their real sentiments. The Government of the United States was neutral, but the American people were not, and their feelings toward Canada were expressed in no uncertain tone. As Canadians adapted themselves to the new conditions and changed their country into a workshop for producing war materials, their confidence in American manufacturers to assist and favor them was not misplaced. Young Americans by the thousands came across the border to join the Canadian overseas forces. Strangers to our North American ways asked if Canada were not

EFFECTIVE DISPLAY ADVERTISING

IS THAT
**WHICH YOU OFTEN
RECALL TO MIND,
LONG AFTER IT HAS
BEEN SHOWN IN THE
DEALER'S WINDOW!**

**IT KEEPS ON SELLING YOUR GOODS - IT IS GENERALLY
THE PRODUCT OF AN ARTIST WHO NOT ONLY
CAN DRAW WELL BUT WHO UNDERSTANDS
HUMAN NATURE - HE BELIEVES IN WHAT
YOU ARE DOING & IN WHAT YOU ARE SELLING
- WE ARE RATHER PROUD OF THE NUMEROUS
EFFECTIVE DESIGNS WE HAVE LITHOGRAPHED
- CUT OUTS - WINDOW TRIMS - POSTERS & CAR CARDS -
FOR SUCH SUCCESSFUL ADVERTISERS AS -**

MOREY MERCANTILE CO.
POSTUM CEREAL CO.
HOTPOINT ELECTRIC HEATING CO.
CALUMET BAKING POWDER CO.
HEATH & MILLIGAN MFG. CO.
HOLEPROOF HOSIERY CO.
WM. WRIGLEY JR. CO.
JNO. G. HORMEL AND CO.
THE BLANTON CO.
BRADLEY KNITTING CO.
CARNATION MILK PRODUCTS CO.
EXCELSIOR MOTOR CYCLE CO.
FEDERAL CARTRIDGE CO.
DAVID ADLER & SONS.

FOR
**COLOR DISPLAY ADVERTISING ADDRESS
THE GUGLER LITHOGRAPHIC CO.**
696 BROADWAY — MILWAUKEE

**CHICAGO OFFICE -
1942 CONWAY BLDG.**

Gugler 
MILWAUKEE, U.S.A.

Gugler 
MILWAUKEE, U.S.A.



The Wonder Paper in the Wonder City

THE EVENING RECORD

OF HOPEWELL, VA.

When you see this paper you will say just what everyone else does: "How can you do it?" A BIG CITY newspaper in a little city.

There have been a number of papers started in Hopewell. They were not newspapers. The Evening Record is a newsy up-to-date newspaper, thoroughly metropolitan.

Hopewell is the home of the big DuPont Powder Plant. It is past the frontier stage, and is now a live "brick store," progressive city of 35,000.

The DuPont plant employs 15,000 workmen (95 per cent. men).

The payroll of this one plant is over one million dollars, every two weeks!

The Evening Record is the only newspaper covering this live city and it circulates freely at Camp Lee, City Point and neighboring centers. It will pay you to advertise in

THE EVENING RECORD

HOPEWELL, VIRGINIA

Represented by

FROST, GREEN & KOHN

Brunswick Building
New York

Candler Building
Atlanta

Advertising Building
Chicago

afraid to send so many men overseas and leave unprotected the 3,000 miles of border between the United States and their own country. Was there no danger of the "Yankees" taking advantage of the situation or of Germans in the United States organizing for an invasion of Canada? They could not understand that as for Germans, Uncle Sam would do the watching for us and that all scraps between the two countries themselves were definitely called off a hundred years ago.

Since the United States entered the war, the interdependence of the North American States has been emphasized. Trade restrictions are being removed. The free list was already large, but it has been augmented by the addition of wheat and wheat products and tractors. Agricultural implements and the raw material entering into their manufacture are the next items on the list, and may be added before this article is printed. It is reasonably probable that within the next two years trade restrictions between Canada and the United States will be removed to a greater extent than the reciprocity scheme of 1911 would have removed them. We are going forward on high speed and the reverse is not working. The Western Provinces have a much larger representation in Parliament than before, based on the redistribution following the census of 1911, and the sentiment of the West is not in doubt. Canada now has a Union Government containing the best elements of the two old parties, and the members are free to further the interests of the country regardless of former political affiliations. The American manufacturer may mature his plans for entering the Canadian market with the full assurance of a permanent connection. If there is any change, it will be toward freer trade.

It is conceded that after the war the United States will be compelled to pay more attention to markets outside its own borders. The huge indebtedness due to the war will necessitate it. There is

no country in which the American can find a more profitable or more accessible market than in Canada. Canadian methods of doing business are the same as those in vogue in the United States. There are no marine risks nor any prohibitive insurance. Canada uses the same currency as the United States, and the matter of exchange is negligible. There is through rail connection to every part of the country.

Canadians are making money, more of it than they ever did before. They are able to buy comforts and luxuries, and are buying them.

The law of compensation is still on the job, however. As trade restrictions are removed, the Canadian manufacturer will enter the American market. There are many factories in Canada favorably situated as to raw material. The chief difference to-day between the factories in the United States and those in Canada is in specialization. The Canadian, with his limited market, has been trying to make too many lines. He is very adaptable, however, and will soon learn from his American competitor.

BARRIERS ARE ARTIFICIAL AND SHOULD NOT AVAIL

Even to-day the North American continent offers a shining example to the world, and the end is not yet. There are no "scraps of paper," no guns to guard the border line; but there are identical ideals and aspirations and a feeling of perfect confidence and friendship between the peoples. The fuel controllers and food controllers at Washington and Ottawa act like the Gold Dust Twins. When the United States has heatless days, Canada follows suit. So with wheatless, meatless and eatless days. When one takes snuff the other sneezes. The men of the two countries are fighting together in France, and in Ontario and Texas they are flying together. Ex-President Roosevelt goes over to Canada to help in the sale of Victory Bonds and the Prime Minister of Canada drops



BOOKINGS for 1919

A NUMBER of prominent advertisers who have for years found advertising space in "PUNCH" a most profitable INVESTMENT, have insured themselves against possible loss of profits owing to any further restriction of space in "PUNCH" which would shut them out, by booking space already for issues in 1919 (NEXT Year) to the value of

OVER FIFTY THOUSAND DOLLARS.

There is now no more advertising space available in "PUNCH" until after July 17th next. After that date and until the end of this year, very little. Advertisers who wish their announcements to appear in August and the Autumn issues are advised to make early application for such space as remains. Orders only accepted subject to Government restrictions.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street
London, Eng.

"Punch" Office
March 21, 1918

off at Washington on his way to or from the golf links in Virginia to straighten out any little matters of exchange that require adjustment. Tom and Bill of Toronto meet one day on Yonge Street and nod. They meet the next day on Broadway and nod again. The American visitor to Canada must explain to the casual acquaintance that he comes from Chicago, Cleveland, Buffalo or New York. It might as well be Winnipeg, Montreal or Toronto as far as dress, habits, speech, and profanity are concerned. If PRINTERS' INK is delayed in the mails, there is hell to pay from Canada.

In the election of 1911 one of the great arguments against reciprocity was that Canada would be made an adjunct of the United States. To-day that argument is as thin as a flea on a teddy bear. Canadian textile mills and munition factories are working overtime to fill orders from the United States.

It is true that the Governments of the two countries have lagged behind public opinion. It is a way Governments have; but even they sometimes show a glimmering of almost human intelligence. They have finally discovered that the peoples of the two countries want to do business with each other, and are doing a great deal of it, in spite of nineteenth century restrictions. They are, therefore, starting to tear down the tariff dams and are allowing the stream of trade to follow its natural course, and every American manufacturer entering the Canadian field is doing his part to increase the pressure behind the remaining dams and hasten their inevitable collapse. He is a participant in furthering the solidarity of North America and in making this continent an economic unit from the Arctic Circle to the Gulf of Mexico. Incidentally he makes money for himself.

In Canada's Tank Battalion

D. S. Blaikie, of the Montreal office of R. C. Smith & Son, Ltd., advertising agency, has enlisted in the First Canadian Tank Battalion and will leave immediately for overseas.

HOW CAN I SAVE ON CATALOG EXPENSES?

A vital question this, for publishers of big catalogs. But the answer is right inside the catalog—in the paper.

We make a super light enamel book paper that fits the catalog user's needs perfectly. We call it

“FEATHERCOAT”

You will find this paper a money saver, not only on initial cost but in reduced mailing expense.

Made in the basis weight 25x38—46 lbs. . A perfect catalog paper for colors or black and white.

Birmingham & Prosser Company

CHICAGO

KALAMAZOO

NEW YORK

RATE MAN WANTED

NOT just a man who knows publications and rates but an expert media and plan man, one who is gifted with the character and intelligence to work in close touch with advertisers and publishers' representatives.

We have what we believe is a position of assured permanence and broad opportunity.

Applications from experienced and well qualified men only are invited. All applications are to be made by letter. You are specifically asked not to call or telephone. Letters will of course be treated with complete confidence.

GEORGE BATTEN COMPANY

Incorporated

381 Fourth Avenue

New York

**A
wonderful
buy**

475,000

**Small Town and Rural
PAID-IN-ADVANCE
CIRCULATION**

\$1.00 the LINE

This low rate of \$1.00 the line applies on "three time" orders for the issues of June, July and August. Forms close 22nd of preceding month.

Sample and Rate Card Upon Request.

The HOUSEHOLD JOURNAL and FLORAL LIFE

The Mail Order Magazine With a Mission

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Batavia, Illinois

Chicago Office
RHODES & LEISENRING CO.,
2003 Harris Trust Bldg.

New York Office
A. H. GREENER,
140 Nassau Street

Salesmanship Congress Urges Full Speed Ahead

Annual Meeting Called Early to Fight Excess Conservation and Wasteful Economy

THAT progressive business can help win the war was the keynote of the convention of "Master Salesmen—The World's Salesmanship Congress"—held at Detroit last week.

Practically the whole programme of the convention, which was held two months earlier than last year because of a tendency to neglect regular business for direct war work, was built around "Carry on," which has lately become an international slogan meaning "do business as usual only faster."

W. S. Ashby, sales manager of the Western Clock Co., classified the "Non-Essential Industry" talk as a dangerous slogan because it is very difficult to see how any industry, with very few exceptions, can really be non-essential.

"It is evident," he said, "that no deep thought has been given to the question of non-essential industries, for the moment we try to select non-essential industries we are hopelessly confused."

"Is it time for us to think of classing industries as non-essential and closing down plants, when Germany and Great Britain are finding time to consider after-the-war possibilities and are building up their manufacturing with that point in view?"

John A. Embry, a sales executive of Houston, Texas, declared that we cannot have an impregnable fighting machine if there is depression at home, resulting from the weakening of our business structures, and the making of scrapheaps of certain industries. We can best furnish the money necessary to the upkeep of our fighting machine, he says, by keeping the wheels of commerce turning.

W. K. Rutherford, sales manager of the B. F. Goodrich Co., urged the continuation of adver-

tising in full force. He made the point that instead of its being unpatriotic to keep the wheels of industry buzzing by strong advertising and sales pressure, it really would be unpatriotic to do otherwise. The part industry must play in the war, he declared, can only be played by successful prosperous business.

Another speaker declared that American business, going ahead at full speed, stood ready to consider the business of war as the only real essential business, and to finance that war even to the raising of \$50,000,000,000 if it were needed. Luxuries, he said, also would be sacrificed by the people, themselves, if it becomes patriotic to sacrifice them to finance the war efforts.

ADJUSTMENT TO NEW CONDITIONS

Adjustment to war conditions is essential, declared another speaker, but no industry can be converted entirely to war purposes without being a dead industry when war ends. Business, he said, must not end with war, but must be adjusted to war needs in such a way that after the war it will be ready to re-adjust itself to the commercial war after the political war—to peace conditions.

An example of adjustment of business to war conditions was given by L. C. Rockhill, of the Goodyear Tire & Rubber Company, who cited the selling of thousands of motor trucks for overland transport service. This adjustment, he said, was relieving the railroad congestion already, and, together with direct war demands for trucks, had speeded up the motor truck industry to the maximum of effort. After the war needs have passed, the truck industry will be just beginning, for the commercial needs will have been uncovered in

a way which perhaps might have required a much longer time if the war had not shown the possibilities of the truck.

Joseph Meadon, a sales executive of Detroit, put especial emphasis on the present need for competitive sales effort.

"Continue to advertise," he urged. "I warn you that though prices may go up, there will still be competition, and if there is competition there must be sales effort."

"That article which does not, in these times, receive intensified sales and advertising effort, will be the one for which there can be only a lessening demand. It is just as much to your advantage, in fact it is necessary in the building of good will, even if your business does not increase during these war times, that you keep your product and your name before the buying public."

"The man who neglects this now, is neglecting insurance for his business."

H. A. Worman, vice-president of the Fowler, Worman & Kelley Co., talked on the question: "Is enough consideration being given to the difficulty of starting up a business that has been shut down?"

"A company that 'has arrived,'" he said, "has followed a consistent advertising policy and procedure that has cost fortunes and required endless labor. The high standing and prestige thus acquired will soon be forfeited by a discontinuance of business activity."

"A firm that has risen to a place of confidence in the minds of the buying public by efficient organization, right policies, good and persistent advertising, must continue these things to retain that high standing. If the business is shut down, the public soon forgets and all is lost in the dim and hazy past."

"To be at our greatest strength abroad," said another speaker, "industry at home must be developed to the utmost. Individuals, not nations, do business. Our one work at this time is to

win the war, but shall we not reach into the future and prepare for the time when our national industry must be developed to the utmost? 'Prepare against German commercial frightfulness,' is a timely thought."

K. V. Haymaker, president of the National Thrift Company, told how the war had developed America in one year from what foreigners called a 'nation of spendthrifts to a nation of savers. Savings banks, after having provided, through withdrawals of savings funds for a big share of three Liberty Loans, are really in better position than ever before from the point of view of deposits, because savings deposits have not decreased in the face of Liberty Loan subscriptions.

THRIFT, BUT JUST ENOUGH THRIFT

It has only taught people how to save more and thus increase savings to a point where they can be used for Liberty Loans. In Detroit, savings deposits, for instance, were no less at the beginning of the third Liberty Loan drive than before the first one.

The convention, however, urged against too much thrift, for it was pointed out in several addresses that thrift could easily become "economical suicide," particularly when it became stinginess on a scale that slowed up advertising or sales effort, or prevented the buying of any other needed product.

The salesmanship congress devoted one whole afternoon session to the consideration of the second-class "zone" rate plan, at which several speakers spoke on the desirability of making the maximum effort to change this law before it becomes effective. This was one of the matters which resulted in the convention being held earlier than usual this year, to allow this big problem to be considered by the congress before the law becomes effective.

A resolution was passed by the salesmen urging Congress to repeal this section of the war revenue act before it becomes effective.



40th
Year

WE ARE strangers by choice to the client's disconcerting nudge calling attention to this thing or that which might have been done in anticipation. The habit of foresight in the many smaller items of agency service has become confirmed here.

W. H. H. Hull & Co., Inc.
Tribune Building. New York
Established 1878

PHOTO-CHROMOTYPE ENGRAVING CO.



An organization of Expert Artists and Engravers producing the highest quality of Halftone, Line and Color Engravings. Special Department for Brass and Steel Dies.

920 RACE STREET - PHILADELPHIA, PA.

Elseca Super vs. Coated Paper

Elseca Super is affected less by climatic conditions than coated paper. This means better register in four-color printing.

CLARKE & COMPANY
225 FIFTH AVENUE
NEW YORK

General Sales Agent for Book Papers
Manufactured by Crocker, Burbank & Co.

H. L. Winer Special Agency

TRIBUNE BUILDING NEW YORK CITY

We represent a select list of Foreign Language Newspapers—an effective combination of quality and quantity, without duplication.

Possessing a thorough knowledge of the foreign language advertising field, with many years' experience, we are in a position to give advertisers and their advertising agents most valuable co-operation in the planning and carrying out of their campaigns among the foreign language speaking people of the country.

We are pleased to have as clients some of the best known national advertisers and advertising agencies. *An investigation will convince you that we have just the service you are looking for.*

William R. Malone, president of the Postal Insurance Co., pointed out that the Canadian Government, instead of increasing second-class mail rates as a war measure, had *reduced* them.

Several other speakers touched on this question also, and pointed out that while from the point of view of publishers the law may work a hardship in increased operating costs and decreased circulation, the biggest hardship, and the biggest angle, from the point of view of the Government and of industry is that such zone legislation is certain to restrict to an extent not yet fully comprehended, the full and unchecked dissemination of information which the public should receive. This restriction not only will be manifested in less reading of magazines, but also in less distribution of advertising, an essential of modern business.

The convention telegraphed to President Wilson a greeting in which it declared him to be the greatest salesman in history, and to have as his job the biggest piece of merchandise ever sold and his market to be the biggest market ever entered—the task of selling Democracy to the world.

"Mindful," the message read, "of your sponsorship of the World's Salesmanship Congress at its birth (when he delivered the opening address) the delegates to its third annual session enthusiastically greet you as the greatest salesman in history, dealing with the most valuable of all products and the most extensive of all markets, selling democracy to the world.

"With perfect salesmanship you have inspired the respect of all the civilized nations of the earth and their desire to deal with you. We reverently thank God for having provided in you the best man for the best deal ever entrusted to men to transact.

"We confidently believe that you are destined to sell the hope of liberty to all those other nations now desperately dependent upon the despotism which stands in colossal ugliness among

the governments of the world.

"We earnestly pray that your keen mind and good body may stand steadfastly by your great will to deliver democracy to all the inhabitants of the world."

President Wilson acknowledged the message as an admirable and patriotic expression of good will.

The convention gave also some attention to the problem of the supply and demand of labor. One speaker expressed surprise that business men, always willing to admit the reasonableness of price adjustments on a basis of supply and demand, had not fully met the labor problem on the same basis. The discussion, of course, had some relation to remuneration of salesmen and advertising men, but also was broader than that in urging greater attention to methods of getting maximum efforts from working men in the factory as well as on the road.

An address by Roger W. Babson, director of the division of industrial relations at Washington, who was unable to be present at the convention, was read by another delegate. It gave also considerable attention to the problem of labor, and the relation of labor and capital. He compared labor and capital to a team of horses which to work efficiently must work in harmony. He urged "a new platform which will give the wage earner a real interest in his work."

A resolution was passed advocating a revision of the Sherman Anti-trust law, which, it was declared, does not now accomplish adequately the purpose for which it was intended.

The resolution maintains, "The Sherman law is ineffective and at variance with the best interests of business of today and does not, at the present time, cover the purpose for which it was intended."

R. Silverman, formerly assistant sales and advertising manager of the Pompeian Olive Oil Company, Baltimore, has been appointed advertising manager of the Newark Shoe Stores Company, also of Baltimore, which has a chain of 257 stores in 97 cities.

DON'T PENALIZE YOUR PRINTER

If you do not want to leave the selection of the paper entirely to your printer, at least consider his interests, and the possibility of greatly increased expense to you, when you specify a definite stock for a circular, booklet, or catalog. The extra cost as well as the extra delay in the production of most printing jobs is due to trouble in the pressroom. Make sure you specify, therefore, a paper that will print without wasteful experimentation with inks, make-ready and engravings. And there are at least two such papers that printers generally acknowledge print with a minimum of trouble. These two papers are *Ticonderoga Special Magazine* for halftone and process color work, and *Ticonderoga Eggshell* for type and line cut printing. If you are not already familiar with these papers, write us today for samples.

TICONDEROGA PULP AND PAPER COMPANY
200 FIFTH AVENUE, NEW YORK CITY



Engravings for Direct Advertising

In Direct Advertising you are not shooting in the dark. You know the class of buyers you are aiming at. You know their names, their circumstances.

Consequently you want the particular kind of engravings to reach that class. We know we can make you just what you want because we are constantly doing it for others.

Put your problems up to engravers who KNOW.

H. A. Gatchel, Pres. C. A. Stinson, Vice-Pres.

Gatchel & Manning

Photo-Engravers
Sixth and Chestnut Streets

PHILADELPHIA

Send for Bird's Eye Folder

A Salesman in Defense of the Advertising Department

Misunderstanding of Advertising by Salesman Due to His Particular-Mindedness

By W. J. Stapleton
Of Armour & Company, Chicago

I HAVE read and re-read the item in the February 21st issue of *PRINTERS' INK*, entitled "Why I Do Not Co-operate with the Advertising Department," an article written by a salesman who is attempting to take the desk-tied advertising department men on a mental trip with him on the road.

I must admit, having been a salesman most of my life, that a man does not always have time to talk "dealer co-operation," "direct-to-consumer letter plan" and other forms of "after service" with every dealer upon whom he calls, but I do know from actual experience "on both sides of the counter," as the saying is, that we have with us many salesmen who feel as this man does, that his advertising department is imposing upon him duties which time will not permit him to perform.

I believe that this salesman is wrong—dead wrong—in assuming that the advertising department man or sales manager is *desk-tied*, for throughout most of the big institutions with which I have come in contact, the advertising as well as the sales department men are constantly going over to the other side of the fence in an effort to obtain not only the salesman's, but the dealer's perspective.

The advertising department in any worth-while concern seldom attempts to take credit for the various salesmen's increases in sales, but to the contrary, the average advertising departments do not receive what credit is due them.

The average advertising men, in all of their conventions, discuss ways and means of convincing and showing the salesmen

that advertising is the *great business-building force*. And anyone who has had to do with the marketing of our best known commodities cannot really doubt the far-reaching and sales-producing effects of good sound advertising. Were it not for advertising, many a concern would be plugging along to-day without the advantages of a typewriter, an adding machine, or you might even include the telephone.

In their infancy these devices were considered luxuries. Very few believed that they could be successes, and the majority would still doubt their value had not advertising carried the story of one man's success to others, made them believe it, and caused them to adopt these devices.

The reason why the average salesman fails to take hold and make use of advertising is because he regards advertising as a mere incidental and not one of the prime market-making factors that should enter into every sale.

ALL BUSINESS NOT DONE ON A PERSONAL BASIS

Not long ago, a salesman looked upon his credit department in much the same fashion as does this salesman look upon his advertising department and his sales manager and assistants. I have traveled with salesmen who, when calling upon a dealer who owed his house money, would actually apologize for the necessity of presenting a statement of account, and many of them have intimated that they brought the statement along because the credit department forced them to do so, but if their name were over the door instead of Blank & Company, why they would let the account run along

indefinitely, etc., etc. All of which is weak-kneed, selfish salesmanship, to say the least, and is caused through or by the salesman's idea that all business is done on a personality basis, and just as that average salesman has eventually awakened to the fact that the best friend that he ever had is his credit man, just so he will waken some day to the fact that the advertising man has been his friend, but that he himself has too many times refused to accept this friendship.

A few advertising men expect the dealer to devote his entire attention to the salesman at each visit. That is not what a well-informed advertising department really does expect. It may be no easy matter to get the dealer in a corner long enough to pry an order out of him, and to dispose of other routine matters. Could there be anything more necessary than the mention or promotion of good advertising? To talk about getting the order, overlooking the fact that back of the actual order-getting the way might have been paved by and with good sound advertising is overlooking the point at issue.

The salesman forgets that the advertising department sends out samples of the advertising matter to dealers, writes them enthusiastic letters and so forth, and includes mailing list forms upon which the dealers are urged to list the names of their prospective buyers. He forgets that the circulars, etc., mentioned that the house is willing to furnish booklets with the dealer's name imprinted on the cover, and also electrotype advertisements for use in the local papers, and asking the dealer to link his store up with the big national advertising campaign that the house is doing. He goes on to say that there is some response to all of this, but not much.

While out on the firing line, I have often felt the same way about this very thing, and I couldn't believe that certain kinds of advertising paid. I also took many a dealer very seriously

when he said that he didn't have time to fill out a mailing list blank, or perhaps was not inclined to use our electrotype with his local newspaper advertising, or our slides in his local movie show. But when I came over on the other side of the fence, and into contact with salesmen in a general way, where my viewpoint was not confined to a single territory, but rather covered all territories, I learned that *the men who find the time to get the mailing lists, to make out reports now and then for the advertising or for the credit departments, really stand best with their trade as well as with their house.* They are the ones who stand highest on distribution and tonnage, and who are doing most to help their dealers get stocks moved quickly and profitably.

It is also wrong for a salesman to make himself believe that the average wide-awake advertising or sales managers are overlooking the working conditions that the salesman must regularly contend with.

TALK ADVERTISING AS A PART OF SALES ARGUMENT

Certainly the sales manager can talk eloquently on business building, etc., and just as surely is it a fact that the thing that interests him most is orders. It's a pretty fair gamble that this salesman does not believe altogether in advertising. I cannot agree that advertising needs to be the sole topic of conversation on any particular trip, and until he realizes that advertising argument should mesh in so closely with sales argument that the two become one and are sold to the dealer at the same time, he is going to find the promotion of his own concern's advertising a difficult problem. Furthermore, he is sure to stand in the way of developing his earning power.

While traveling in the Southwest a few years ago, I happened to become very well acquainted with two salesmen in the same line of business, selling shoes.

Both represented lines that

Announcing

The Philip Hittler Company
INCORPORATED

Advertising
World Building, New York

NEW in name but—
of our 35 active ac-
counts, we have handled:

- 20 for more than one year
- 15 for three years or more
- 11 for five years or more
- 5 for ten years or more
- 4 for fifteen years or more
- 1 for twenty years or more

How about yours?

Wanted—A Bigger Job!

Somewhere in America, there is a busy president or executive who needs an efficient assistant or advertising manager for his company. This president needs a man who can be of genuine service not only in an executive way, but also who can intelligently supervise the advertising of the company and direct welfare work among the employees, in short, a man who can work with all the employees to produce more harmony and more business.

The man who seeks this position is 28 years old, happily married with two children. At the present time, he is advertising manager, in fact as well as in name, of the largest company of its kind west of Chicago, the third largest in the U. S. Sales of the company's products during 1917 totaled 22 million dollars. In the building of this world-wide business, judicious advertising has played an important part.

This man wants to be assistant to some big executive because he believes that his training and qualifications are such that they can be best applied to executive problems. He is a university trained man, has sold goods behind the counter, on the road and has been a sales manager. He has had rather unusual experience in handling the advertising of his company. His advertising and publicity force numbers ten people, men and women, who work together splendidly.

He not only handles the 18 different kinds of advertising for his company, but he also personally edits a 32-page house-organ each month for the 1500 employees. This magazine is the only one of its kind in the U. S. and has often been called the finest house-organ in America. In addition to this, he directs the welfare work of the company which has resulted in welding the employees into a compact and harmonious organization.

If you believe that this man might prove valuable in your organization, give him an opportunity to sell himself to you in a letter and by samples of his work.

**Address "J. M.," Box 127
Care of Printers' Ink**

P. S.—He realizes that the steps in a ladder are there for a purpose. He will climb.

were well known and both lines were nationally advertised—were standard goods. I often listened to their sales arguments. When it came to advertising, one of these men was very passive. He mentioned his company's advertising, its dealer's service, its selling helps, etc., in a way that would lead you to think that if he had his own way about it, all of these things would be dispensed with, and yet I have heard many a dealer ask him if he might have so many gross of shoe horns, or button hooks, or shoe display racks, proving very conclusively to me that the trade wanted to know about these things, wanted to have the salesman mention them, and yet this salesman could not seem to make himself believe that they were worth while.

HOW A THOROUGH BELIEVER IN ADVERTISING WORKS

The other man's method seemed to be to alternate from shoe talks to advertising talks and back again to shoes, and when he had closed with his dealer, Mr. Dealer knew of every whit of advertising that that shoe company was doing, knew of every single selling help that was available. He would never have to ask for an electrotpe of the latest shoe styles to run in his local paper. The salesman was always keen on a direct-to-consumer letter plan. Of course, every dealer did not give him a mailing list, and they didn't all show an inclination to use his electrotypes, etc., and I'm free to confess that he is the salesman who first interested me in direct-to-consumer letters.

Many manufacturers are to-day using this system and the business with which I am now connected receives almost daily, letters from dealers thanking us for the service, and saying how much good they get out of it. But the salesmen, of course, do not see all of these success reports that come in to us direct from the dealer, and if they all did, they would all be as enthusiastic on

the subject of advertising as well as After Service, as I am and they would take time to get the list and to fill out the report.

Advertising is not a separate commodity, but is a part, at least, of every standard article that is sold. It is a part of the life-blood of the institution that is using it, and the salesman should know it, stand up for it, and talk it, as he would stand up for the quality of any article that he is attempting to sell. If any salesman will study advertising as seriously as he would study that new product which his house is turning out, study religiously, know as many of its angles, and not mention it to the dealer in an incidental fashion, he will find that it means more and produces in a greater degree than he now thinks.

As for the reports that he is asked to make out, and which he says he hasn't time to take care of, while I am free to admit that the average salesman is busy most of the time, still these reports and figures are in most cases just as necessary as the posting of the daily cash into the journal or as the actual charging of sales as made rather than attempting to carry them in the mind. Such reports are a constant reminder to the house that the salesman is properly on the job.

That the average dealer is blasé in regard to hooking up with the advertising of any big manufacturer cannot be denied, and it is a fact that many companies are doing the same thing, and that the dealer tires of making out mailing lists, etc., for each of them because he cannot or will not be shown their advantages. Yet if he would stop to consider, the manufacturer remains in business because he has been successful. That's one of the very reasons why big business has gone ahead where many a small business has failed, because the big business man was quick to see the advantages of little things, while the little dealer could not see the little propositions, the little selling helps, at

all. "Haven't time," expresses an actual condition in many cases, but in more it is only an excuse, highly polished from excessive use, and in most cases it means, "I do not care to," "Don't want to" or "Won't."

There are two kinds of criticism in every business. The first is known as constructive criticism. It's the kind that picks the wrongs apart from the right and supplies or at least attempts to supply, a remedy.

The other kind is known as destructive criticism. It finds fault with the present plan of operation, but offers not even the semblance of a suggestion for the betterment of existing conditions. And so it seems to me that what this salesman has submitted is, in a way, a sort of destructive criticism, as far as his concern and their operations is concerned. He has not given vent to a single thought or idea that would tend to better his company's present advertising or selling plans.

Two "Clover Leaf" Weeklies Discontinued

The *American Home Weekly*, St. Paul, and the *Rural Leaf Weekly*, Omaha, two of the Clover Leaf publications, have been discontinued.

In explanation of this action, L. V. Ashbaugh, publisher of the Clover Leaf publications, said:

"The publishing business is undergoing greater hardships than any other industry in the country. The cost of white paper is fifty per cent above normal, all other material and labor are ruinously high, and on top of that Congress has passed a postal law which will bankrupt hundreds of loyal, patriotic publishers who have done everything possible to help in the prosecution of the war. Recognizing that there is no use of continuing under these impossible conditions, the stockholders of two of our newest publications, which have a combined circulation of 400,000, have decided to risk no more of their money in these ventures and to scrap the effort and investment already made. Many more publishers will follow the same course within the next two months."

H. M. Angle Dead

Harrison M. Angle, president of the American Wood Reduction Company and secretary of the Metal Block Corporation, died in Evanston, Ill., on April 25. He was fifty-one years old.

Canadian Manufacturers Deny A. N. P. A. Charges

The charge made by the paper committee of the American Newspaper Publishers Association in its annual report submitted at its convention last week, that some of the newsprint paper exported from Canada is sent to unfriendly alien newspapers, is emphatically denied by Canadian manufacturers. At a meeting of the newsprint section of the Canadian Pulp and Paper Association, which took place at the Ritz-Carlton, Montreal, Canada, April 26, a reply to the memorial on the subject sent to the Dominion Government by the A. N. P. A. was adopted, which was forwarded to Sir Robert Borden.

In this document the manufacturers call attention to the fact that all exports of paper are made under licenses issued by the War Board of Canada, "which is a sufficient guarantee that none of these exports are sent to unfriendly alien countries." The shortage of paper complained of in the memorial is due "to the ill-advised attempts of the publishers to obtain their supplies of newsprint paper at a price inconsistent with the cost of production."

G. H. Larke Goes to New York "World"

George H. Larke, who, since September, 1915, has been business manager of the *New York Evening Mail*, and an officer of the publishing company, has been appointed as an assistant to Don C. Seitz, business manager of the *New York World*, and will have charge of the advertising department. Mr. Larke, from 1903 to 1910, was one of the owners of the *St. Joseph, Mo., Gazette*. The following year he was executive manager of the *Denver Post* and *Kansas City Post*. In 1912 he joined the staff of the *W. D. Boyce Co., Chicago*, and later was placed in charge of the *Indianapolis Sun*, which subsequently became the *Indiana Times*.

New York Advertising Men in Red Cross Drive

John P. Hallman, treasurer of the H. K. McCann Company, New York, has been appointed manager of advertising and publicity of the Westchester County (N. Y.) Chapter for the Second Red Cross Drive. The committee which will co-operate with him comprises M. B. Sands, Paul Minnick, Hugh Burke, Sanger Steel, Thomas E. Conklin and A. F. Jones. These are all advertising men and all residents of Westchester county.

George M. Cook, who formerly "did" the United States Senate for the Associated Press, has formed a connection, with the Benson, Campbell & Slaten advertising agency, of Chicago.



A Business Should Be as Big as Its Job

If bigness is of benefit to the public it should be commended.

The size of a business depends upon the needs which that business is called upon to serve. A business should be **as big as its job**. You do not drive tacks with a pile-driver—or piles with a tack-hammer.

Swift & Company's growth has been the natural and inevitable result of national and international needs.

Large-scale production and distribution are necessary to convert the live stock of the West into meat and by-products, and to distribute them over long distances to the consuming centers of the East and abroad.

Only an organization like that of Swift & Company, with its many packing plants, hundreds of distributing houses, and thousands of refrigerator cars, would have been able to handle the varying seasonal supplies of live stock, and meet the present war emergency by supplying, without interruption:

First—The U. S. soldiers and the Allies in Europe by shipping as much as 800 carloads of meat products in a single week!

Second—The cantonments in the United States.

Third—The retailers upon whom the American public depends for its daily supply of meat.

But many people ask—Do producers and consumers pay too much for the complex service rendered?

Everyone, we believe, concedes the **efficiency** of the Swift & Company organization—in performing a big job in a big way at a minimum of expense.

Swift & Company's total profit in 1917 was less than 4 cents on each dollar of sales of meat and by-products. Elimination of this profit would have had practically no effect on live stock and meat prices.

Do you believe that this service can be rendered for less by any other conceivable method of organization or operation?

These questions and others are answered fully and frankly in the Swift & Company 1918 Year Book sent free on request.

Address Swift & Company
U. S. Yards, Chicago

Swift & Company, U. S. A.



PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Boulevard, KIRK TAYLOR, Manager. Telephones, Harrison 9133 & 9134.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates. Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$6.30. Classified 45 cents a line—net. Minimum order \$2.25.

JOHN IRVING ROMER, Editor

NEW YORK, MAY 2, 1918

The Advertising Opportunity That Has to Be Dug For

In one of our Central States a man had been struggling for several years with an old farm which he inherited. It was a sandy, rocky, hilly piece of ground and he was not able to make it pay. Finally he gave up in disgust and sold the place for a song. The buyer went over the farm foot by foot and determined what each acre was best suited for. He planted orchards on the hill sides. He found that certain kinds of berries thrived in the sandy places. A certain section of the tract that seemed irredeemable was fenced off into a permanent pasture. In a word, every rod of the farm was turned to some good account. In half a dozen years the new owner made the old place the most beautiful and one of the most profitable farms in that neighborhood.

Instances of this kind are continually occurring in every line of work. One man finds a rich lode of possibilities in the very ground that some one else passes up as worthless. Right now there is a lesson in this for the advertiser who may imagine that the war has cut off his opportunity to go ahead. It is rare that opportunity is ever exhausted. By examining their propositions a little more intently, by turning them inside out if necessary, most advertisers will find that there is still plenty of chance to "carry on."

The experience of a company that sells an educational course throws some helpful information on this matter. Although catering to all ages, the organization figured that its best prospects were young men, ranging from, say, twenty to thirty years of age. It centered its sales and advertising appeal on them. When the draft came along it looked like a hard blow to this company. Were not many of its likely prospects to be conscripted? However, this concern did not hoist the white flag. It determined to take a fling at the men beyond thirty. When it did this, lo and behold, its business took a leap forward. It developed that men of maturer years were much better prospects than those that the company had been addressing in the past. In assuming that its principal field lay among young men, the company had made a mistake and it took the war to expose it.

The opportunities that many advertisers are now finding in the boy market is another example that proves the point of this editorial. The boy is an especially good prospect at this time. Every boy that wants to work can find plenty of it to do. Thousands of boys are earning men's salaries and in their purchasing power go a long way toward offsetting the men who have entered the service.

The children's market, too, is being cultivated more aggressively than ever before. Somehow the horrors of war are making parents cling more tenderly to their children and are making them more

indulgent of the fancies of the little ones. By putting in more complete stocks of infant's wear and other articles that are intended for the comfort, training and amusement of little tots, many manufacturers and retailers are making up for the trade lost in other directions.

One of the thrilling business episodes of the year is the way the makers of motor car accessories are finding an opportunity in the present situation. A tremendous volume of accessory advertising is appearing. With automobile production vastly curtailed, hundreds of thousands of owners will repair and dress up cars that under normal conditions they would have traded in for new ones. This means loads of accessories. The manufacturers have wisely foreseen this. In doing so they are not only cashing in on a legitimate opportunity, but they are also helping in the conservation movement, inasmuch as they make it possible for people to use the old product a while longer before buying a new one.

And thus it is. The opportunity to advertise profitably is always present, if we are patient enough to search for it.

Advertising the Eliminator of Uncertainty

The most wasteful business is usually the one in which the most uncertainty prevails. For this reason the industry where there are few fixed standards is likely to be more wasteful than the one that is pretty well standardized. Lack of standardization causes too much duplication.

Uncertainty, whatever its cause, is bad for business. We see manifestations of this every day. For instance, if a retailer is doubtful whether or not an article will sell, he will stock it very cautiously, if at all. Very often his caution is due to the fact that the article has no general standard of value. Its sale may depend on whim or on a popular fad. The dealer has to exercise his judg-

ment as to whether or not he can sell it. Frequently he guesses wrong. The extent of the waste that results depends on how widely he missed the mark.

Advertising is the one force that nearly always eliminates uncertainty from business. If there were no other benefits to be derived from advertising, we believe that this point alone would fully justify its economic existence. Almost any nationally known product is an example of how advertising removes uncertainty from selling. Take Ivory Soap. No one takes any chances in buying it. The jobber does not need to be afraid of overstocking it. The dealer does not have to guess whether or not he can sell it. The consumer is sure of what she is getting. Advertising makes certain the sale and the value of the product all along the line. Uncertainty flourishes best in the dark. It vanishes when the light is turned on.

Probably the industries in which the most uncertainty exists are those that advertise the least. For an illustration we need go no further than the women's clothing business. This is a gigantic industry, but in many respects it is one of great uncertainty. In it demand is subject to the vagaries of fashion. There is always much guessing as to what will sell, and much waste because these guesses very often do not hit the bull's-eye. Retailers are always on edge, fearing that the season will end or that styles will change before their stock is sold. Hence many of them are always feverishly cutting prices, canceling orders or doing something else that indicates the uncertain state of their minds. With fashion the autocrat of demand, the dealer cannot be blamed for this. It is uncertainty that causes the confusion. In buying, the dealer has to consider, for instance, whether it is going to be a dress season or a waist season, a coat season or a suit season. Certain straws help him to see which way the style wind is blowing, but nevertheless he makes many mistakes. The consumer,

too, is inclined to be conservative in buying when she has her doubts about the permanency of the style.

Fashion is very dear to the feminine heart and we would not like to see her deprived of it. More advertising in this industry, however, would make fashion less whimsical. It would stabilize demand and hence make the business less uncertain. The makers of Betty Wales dresses, for example, have found that advertising prolongs the style life of a dress. It has effected many other economies, such as vastly cutting down the number of models, thus decreasing the cost of production. Above all it has made the trademark, and not the style, the most influential factor in the sale of these dresses. A style is temporary; a trade-mark permanent. Therefore, by placing the brand in ascendancy, advertising has made this particular business more certain, from the standpoints of not only the manufacturer, but also of the retailer and the consumer.

Making the Nation Understand Itself

A recognition of the value of advertising as a "national and patriotic force," which has all the more significance because of its source, comes from Guy Emerson, vice-president of the National Bank of Commerce in New York, and director of Liberty Loan activities for the nation's strongest financial centre. Mr. Emerson says frankly, in an article in *The Nation*, that the success of the first two loans is attributable, as the third will be, to the assistance of business men who understood and adopted the power of advertising to put them over. "Publicity has long been recognized as a business force," he adds. "Previous to the great war, however, Americans had not realized its value as a national and patriotic force. It is only within the last year or two that public men have come to see that progress and publicity are inseparable. *You can have public-*

ity without progress, but you cannot have progress without publicity."

Such a statement made by a professional advertising man would not be particularly startling; but bankers are not prone to make rash over-assertions about the usefulness of advertising; and neither are Government officials. Mr. Emerson speaks here practically in both capacities.

And he goes even further. He declares that the draft law, "which ran contrary to the established traditions of the nation," could never have been put into operation without the most serious difficulties had it not been for the nation-wide education of the people in regard to it which was only made possible by the universality of the American press. He points to Russia as a country which lacks any sort of unifying national medium of expression, and has suffered disastrously in consequence. "If an organization were to be developed in Russia," he declares, "similar to the Liberty Loan organization existing in the United States, that great country and that great people could be aroused as a unit within twelve months for the support of democracy and humanity.

"The time will come," he concludes, "when history will recognize the power of words with the truth behind them, and it will be said without hesitation that publicity has been a powerful force in helping to win the war, just as it will be an increasing force in that fascinating modern art of taking the truth out from under a bushel and translating it into the endless and irresistible power of human action."

To which PRINTERS' INK, having preached the same doctrine in and out of season for lo! these many moons, is glad to add an enthusiastic assent.

To Advertise Farm Trucks

The Hebb Motors Company, Lincoln, Neb., is inaugurating an advertising campaign for a farm truck. Approximately \$25,000 will be invested, chiefly in farm papers with western circulation.

A Tribute From the Builders of "America's First Car"

WE TAKE a great deal of pride in the fact that we have had the honor of handling the advertising of the Haynes—"America's First Car"—during the period which its output grew from a few hundred per year to more than ten thousand cars sold in 1917. Advertising naturally has had a great deal to do with letting the people know about the quality and performance of the Haynes Light Six. It is, therefore, with pleasure we reproduce the letter written to us on April 3rd, by Mr. A. G. Seiberling, General Manager of The Haynes Automobile Company, Kokomo, Ind:

"The Wm. H. Rankin Co.

Five years ago we made our first contract with your company. It is genuinely gratifying to us now to advise you to consider this letter as your authority to continue to place our advertising for the year 1919.

We know that the increase of our business is in no small degree due to advertising and the thorough manner in which you have handled our copy, art work, dealer helps, publicity and merchandizing.

The constant, industrious efforts and the thorough spirit of co-operation with our Advertising and Sales Departments, as evidenced by the members of your organization in furthering our interests cannot help but be a tremendous asset to your company as they have been to ours.

We have always felt we received first class service from your organization but we have noted a great improvement in service in all lines during the past two years.

In these times when it is so necessary to make every dollar count, it is

a relief to know from actual experience that our advertising interests are being cared for efficiently.

We know that you look after our interests as thoroughly as you do your own business and for that reason we are glad to continue to show our appreciation of your services by renewing with you for the sixth consecutive year."

We are interested in making business connections with other companies who have the same ideals of service efficiency that the Haynes Automobile Company has.

The diagram below gives an interesting record of our business since 1899.

Wm. H. Rankin Company

"Advertising based on knowledge that benefits the consumer"



WILLIAM H. RANKIN
President
H. A. GROTH
Secretary-Treasurer

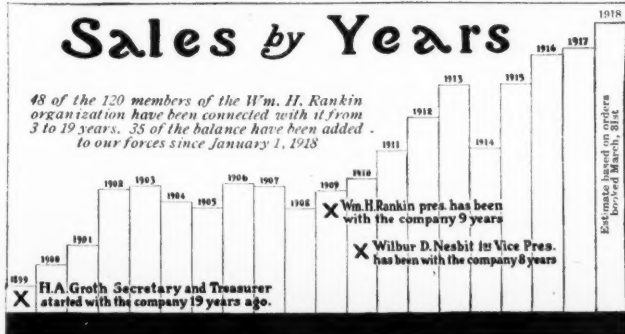
WILBUR D. NESBIT
1st. Vice-President
ROBT. E. RINEHART
2nd. Vice-President



NEW YORK: 50 Madison Avenue
CHICAGO: 104 South Michigan Avenue
WASHINGTON, D. C.: 619 Riggs Bldg.

Sales by Years

48 of the 120 members of the Wm. H. Rankin organization have been connected with it from 3 to 19 years. 35 of the balance have been added to our forces since January 1, 1918.



The cards are all on the table
when you buy space in the

Dayton News

(Evening and Sunday)

and

Springfield News

(Evening and Sunday)

Nothing regarding these papers is hidden, nothing misrepresented. The service sold is guaranteed in your contract, and rates are uniform to all advertisers.

If we knew a fairer way to do business we would adopt it.

Members A. B. C.

NEWS LEAGUE OF OHIO Dayton, Ohio

New York—I. A. KLEIN, Metropolitan Tower
Chicago—JOHN GLASS, Peoples Gas Building

WANTED —A Sales Organization

The constantly increasing demand for one of our standard products leads us to seek additional channels for its distribution. If war conditions have made it difficult for you to maintain your present sales force intact, this product offers you exceptional opportunities. It is sold exclusively to retail merchants.

Our own international reputation, and the recognized merit of our products makes this an attractive and profitable connection for the highest class of sales organization. A force of men with imagination, resourcefulness and initiative, familiar with the every-day problems of the retailer, could be quickly trained for permanent success.

Full particulars will be given on request and interviews can be arranged for immediately. "R. P.," Box 126, care Printers' Ink.

National Trade-Mark May Be Authorized

Bill Introduced in Congress Has Support of Administration—It Is Hoped to Get Action During the Present Session—License Necessary to Use Mark, in Order to Protect It

A NEW bill to establish a national trade-mark has been introduced in Congress. At the House of Representatives Committee on Interstate and Foreign Commerce, to which this bill has been referred, the Washington correspondent of PRINTERS' INK was told last week that an effort will be made to bring up the bill for consideration in the House at the present session. A number of requests to be heard in advocacy of the measure have been received by the Committee, as well as expressions of approval and endorsement, and an effort will be made to arrange public hearings in the near future.

There have been national trade-mark bills in Congress before this, but the measure recently introduced by Congressman Sims, chairman of the committee to which the bill has now been referred, is significant in that it is what is known as an "Administration measure." Presumably it has the support of the present official organization at Washington. Indeed, it is understood that the bill was introduced at the request of the officials of the Department of Commerce. It will be remembered that the Bureau of Foreign and Domestic Commerce of the Department of Commerce, prior to its recent reorganization, was apathetic if not actually antagonistic to the idea of a national trade-mark.

The Sims bill authorizes the adoption, registration and protection of a national trade-mark to distinguish merchandise manufactured or produced in the United States. The Secretary of Commerce is authorized to select

a design which shall be known as the "national trade-mark." Here-
 tofore, the stumbling block en-
 countered by every project for
 such a mark was that it could not
 be registered, or at least could not
 be protected except in a cum-
 ber-
 some way. The Sims bill disposes
 of that problem by directing the
 Commissioner of Patents to re-
 gister the trade-mark and further
 by providing for registration in
 foreign countries.

Use of the national trade-mark
 would be allowable under license,
 the licensing power resting with
 the Secretary of Commerce. A
 fee is to be charged for each
 license or renewal. A license may
 be suspended or revoked for fail-
 ure to comply with any of the
 rules and regulations governing
 the use of the national trade-mark.
 This section of the Act would be
 counted upon to allow a curb to
 be promptly placed upon the activi-
 ties of any American traders who
 might jeopardize the reputation
 of the national trade-mark by un-
 worthy business practices, such as
 affixing the mark to goods below
 the proper standard of quality.

Penalties are provided for imi-
 tation or infringement of the mark
 and fine and imprisonment may be
 imposed upon any offender guilty
 of applying the mark or an imi-
 tation of the emblem to merchan-
 dise or goods not manufactured
 or produced in the United States.
 The same penalties extend to a
 person who sells or offers for sale
 goods that bear the United States
 trade-mark without due warrant.
 The term "United States" as ap-
 plicable to goods eligible to bear
 the national trade-mark would in-
 clude all territory within the juris-
 diction and control of the United
 States.

To Manage Sundstrand Advertising

J. LeGrand Smith has been appointed
 advertising and service department
 manager of The Sundstrand Adding
 Machine Company, Rockford, Ill.

In the past twelve years Mr. Smith
 has been associated with the M. W.
 Savage Co., Minneapolis; the Great
 Western Printing Co., Minneapolis; and
 the Lewis Knitting Co., Janesville, Wis.

Count These Lines



How Long Did It Take?

Now Count These



How Much Quicker?

The number is the same in the two
 cases. *Arrangement* makes the dif-
 ference in time. There is the same
 relative difference in time-saving
 between a littered, disarranged desk
 and one equipped with one or more
 HORN "Instant" DESK FILES.



HORN Instant DESK FILES

keep the papers on all pending matters in com-
 pact, convenient form—Instantly accessible, in-
 dexed A to Z, 1 to 31, or with celluloid-covered
 removable index tabs for special classification.
 The pocket pages hold papers securely but
 without gripping.

No.	Pages	Size	Over-All	Index	Price
9	16	Letter	10 1/2 x 12	Changeable	\$2.00
7	28	Letter	10 1/2 x 12	A to Z	2.25
8	32	Letter	10 1/2 x 12	1 to 31	2.50
19	16	Legal	10 1/2 x 15 1/2	Changeable	3.00
17	28	Legal	10 1/2 x 15 1/2	A to Z	3.25
18	32	Legal	10 1/2 x 15 1/2	1 to 31	3.50

Many other styles, all sizes, in free catalog.
 Ask your dealer or send coupon.

W. C. Horn, Bro. & Co. (Est. 1846) 541-547 Pearl St., N.Y.C.

Please send me Desk File No. 7, 8, 9, 17,
 18, 19 (cross out any not wanted), with the
 understanding that it may be returned within
 10 days if not satisfactory. I enclose \$.....
 PISA

Name _____

Address _____

The Little Schoolmaster's Classroom

THE Schoolmaster, like all idealists, believes that a "hundred per cent trade-mark" ought to be easy to read, easy to pronounce (if it incorporates a name) and easy to remember. He also believes that it should be suggestive or symbolic, if possible, of the product to which it is applied or attached. The advertising men who believe these things will be amused by the reference in *Life* to the clothing manufacturer who adopted an apple as his trade-mark. "What's the idea?" asked a friend. The clothing man smiled broadly: "Just think," he explained, "what the apple that Adam bit has meant to the clothing trade."

* * *

Some years ago an advertising man who was called in by a manufacturer recommended that a complex, low-advertising-value trade-mark carried on all the packages be abandoned except so far as the name was concerned. The name—an arbitrary word—was the real kernel of the trade-mark, and that was attractive in sound and distinctively lettered. But the ornamental setting around the word was evidently drawn in the days when the artist who could make the most illegible and complicated designs was the popular man. The result was that the design, as a whole, was not only not distinctive but was actually much like the trade-mark of a score of competitors. The product was one used in building construction and when the bags containing it were kicked around a little even the president of the company and the treasurer had some difficulty in telling whether or not it was their trade-mark or a competitor's. Bags with the mere lettered name were adopted rather reluctantly, but the improvement was soon noticed. Nowadays there are hundreds of thousands of these bags exposed to view around building operations, and the name of the product

is clearly visible across the street. The manufacturer now figures that one of his packages is almost as good an outdoor advertisement as a small sign.

* * *

Augustus Thomas recently gave a talk before the Authors' League of America that had in it many valuable points for writers of advertising copy. Another prominent member of the League had completed a humorous and scathing arraignment of the motion-picture producers—for their production of second-hand stories, their "Bertha-Sewing-Machine Girl" types of heroine, their apparent liking for the obvious situation such as the pistol in the desk drawer and the last-minute reprieve, their unwillingness to pay the leading authors of the country for their best original work, and so on. His conclusion was that, under the present conditions, the leading authors of America wanted to have nothing to do with most of the motion-picture producers.

Mr. Thomas did not speak as a defender of the motion-picture, but drew a most interesting contrast between the picture play and the spoken play. He pointed out that while a picture may present a given situation clearly and may arouse an emotion that "not even God can put in words," connected thought depends on words. "Before man had words he expressed himself in gestures and when he first began to write he used pictures to convey his ideas," said Mr. Thomas, and he went on to give his opinion that the picture play must of necessity be largely an appeal to the emotional side of the nature. From the dramatist's point of view there are only thirty-six different situations and while these may be varied they are fundamentally the same. "Take adultery, as an example," said he, "you may make the circumstances and consequences different and thus vary the details but after all

The Rapid Electrotpe Co.

W. H. KAUFMANN, President and General Manager

Makers of all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, by the wax or Dr. Albert Lead Mold Process. Sole owners of U. S. Letters Patent on Aluminotype.

New York Cincinnati Chicago
The Largest Makers and Distributors of Advertising Plates in the World

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what Rapid's Service means.

The Hollenden Cleveland

EVERY PHASE of personal service at The Hollenden is characterized by tactfulness, promptness and courtesy.

Many of the employees have served Hollenden patrons for years—an unusual condition in hotel employment. Uniformly excellent service is the result.

European plan, with bath, \$2.00 and upwards.

Electros for Advertisers
MARQUETTE BLDG. CHICAGO GENERAL PLATE CO. 1600-1612 HULMAN ST. TERRE HAUTE, IND.

For sound business counsel TALK WITH **Heegstra**

H. Walton **HEEGSTRA** Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

"GIBBONS Knows CANADA"

WANTED

Two Copy Writers and One Pen-and-Ink Artist

By Leading Canadian Agency

Writers must be experienced in handling several accounts and be capable of meeting clients.

Artist must be able to do general illustrating for newspaper advertising.

Give full information in first letter. Interview can be arranged when samples may be submitted.

"F. B.," Box 125, care Printers' Ink.

VENUS PENCILS

YOU can't find *any* pencil that equals **VENUS** for smoothness, evenness, true grading and suitability for *your* work. Choose from 17 black degrees and 2 copying.



FREE!



Five trial size **VENUS** Drawing Pencils and **VENUS** Eraser sent free!

Please enclose 6 cents in stamps for postage and packing.

American Lead Pencil Co.
205 Fifth Avenue, New York
and Clapton, London, Eng.

is said and done it is just adultery." Therefore, a writer may not be justified in feeling that other writers have stolen his ideas when the familiar situations are played again and again. The speaker referred to the number of well-known authors who have rewritten the story of Cinderella, not so named of course but essentially the Cinderella plot.

Mr. Thomas' explanation of the variety of thought that words may stimulate when addressed to a general audience was especially good. Wonderful as pictures are, they show just one situation. A sunset in a picture is one type of sunset. But think of the variety of impression when those words of Tennyson, "Sunset and evening star and one clear call for me" are spoken. What sunset arouses in one mind is likely to be altogether a different set of recollections from those aroused in other minds. "Evening star" may mean a very different thing to a young person from what it means to the old. The man from the Southern plains is likely to think of the Lone Star State, while the hearer from the Orient has still another picture built up in his mind.

Should the writer of advertising copy, thought the Schoolmaster as Mr. Thomas talked, be less keen than the dramatist to choose those words that have the greatest power to charm and to stimulate thought?

* * *

Not so very long ago a national advertiser received from an advertising agency an offer of assistance in working out a "predetermined and co-ordinated copy appeal." A little time spent in a nearby large dictionary and a few minutes of thought enabled the advertiser to get the idea, but he also got such a bookish impression of the gentlemen making the suggestion that his response to them was not particularly favorable.

Despite the high-brow form of expression there is a good deal of hard sense in this idea of fixing on a certain note or appeal that is to be carried out consistently in all of an advertiser's

copy. It is humorous—even pathetic—at times to see the way advertisers will fuss and fume over a lot of little details that appear in their advertisements—details that perhaps not 10 per cent of the readers who glance at the advertisements ever see. Readers of advertisements may well be divided into two classes—those with active interest in the article advertised and those with a passive interest and maybe not much of that. The latter class is the big class. It is all well enough to have the little details, in fine type, right to the word for the reader of active interest, but for the mass of readers the advertisement should have a dominant note that rings out sharply and that is caught instantly—a note that is carried from one piece of copy to another, if possible. Of the four duties of an advertisement—to get the reader to see, read, believe and remember—the latter two are probably the most difficult. People have a lot to remember these days. They are likely to remember only a distinctive point, clearly put and often repeated.

* * *

"If you come here," said the general manager of a very aggressive national advertiser to a candidate for the job of advertising manager, "don't fail to understand that what you may do here will be in the nature of an evolution rather than a revolution. You must be content to be bossed if you can't boss us."

"Certainly," replied the applicant, "it wouldn't be very complimentary to your advertising, which I regard as having been well done, if I came with the notion that I ought to turn everything around or upside down. I wouldn't like to think that anybody could take the job that I am thinking of leaving and revolutionize things. Some one will come along who will do some things there better than I did them, but I am egotist enough to think that I did many things as well as any one else will ever do them."

22 Working Tools

- (1) "Teaching the Prospect to Buy",
- (2) "The New Viewpoint in Advertising",
- (3) "The Sub-Conscious Element in Writing",
- (4) "Ten Faults of the Untrained Business Writer",
- (5) "Male Selling Versus Mail Selling",
- (6) "Imagination in Selling",
- (7) "Mass Versus Class Advertising",
- (8) "The Factor in Copy That Brings Results",
- (9) "Building Up a Banking Business",
- (10) "Increasing the Selling Power of Salesmen",
- (11) "Mastering Competition",
- (12) "Catching Horses, Men and Orders",
- (13) "Utilizing The Public Purse",
- (14) "Short Cuts to Business Success",
- (15) "Salesmanship in Print",
- (16) "The Punch in Advertising",
- (17) "The Cumulative Force of The Follow-Up",
- (18) "An Advertising Fallacy",
- (19) "Versatility in Advertising",
- (20) "On The Question of Brevity",
- (21) "A Talk on Business Problems",
- (22) "Reversion to Type".

Each booklet contains a working advertising principle. Each principle is worth money to every advertiser. Any one booklet free. Send 10¢ postage or silver for each additional one desired. The lot sent for \$2, with "Money back if you want it."

THE DANDO COMPANY

Furnishing a Specialized Advertising-Selling Service to Manufacturers, Wholesalers, Jobbers and Retailers.

34 Third St., Philadelphia, Pa.



DIPPY

AND

AITKIN

Advertising

A compact, efficient organization rendering an intelligent personal service

HEED BLDG., 1215 FILBERT ST.
PHILADELPHIA

CLASS

For class, trade and technical advertisers. Every issue contains a directory of representative class, trade and technical papers, with rates, type-page sizes and closing dates.

Subscription Price, \$1 a Year
417 SOUTH DEARBORN ST., CHICAGO
Sample Copy On Request

Trademarks Headquarters

MASON, FENWICK &
LAWRENCE
TRADEMARK LAWYERS
Washington New York Chicago

Established 1861 Booklet Gratis


Some of the largest advertising agents,
lithographers and manufacturers
use our expert service

Printing

Typography that will make
your advertising attractive.
SERVICE that will help
tell your story convincingly.

Charles Francis Press

PRINTING CRAFTS BUILDING
Eighth Ave., 33d to 34th St., New York City



EDEXCO MAP PINS
Glass Head
Color Will Not Peel or Scratch Off
Solid glass heads. Steel points. Stay
where you put them. 24 sizes—16 colors.
Color runs all the way through.

Maps For Sales Plans
Entire U. S. or any
state states. Conven-
ient sizes.

**Plotting Papers for
Charts**
To show sales, costs,
profits and other vital
statistics.
Send 30c, stamps or
coin for Big Sample
Package containing
Map Pins and other Map mark-
ing devices, sample EDEXCO
Map Mount, Charting Papers,
Curve Cards, and our booklet for
Executives, "Graphic Presenta-
tion of Facts".

Our map pins—
exact size
Booklet alone sent free if desired.

EDUCATIONAL EXHIBITION CO.
525 Custom House St., Providence, R. I.

Isn't it probable, wonders the Schoolmaster, that many of the changes of advertising managers and advertising agencies come about by this feeling that a new administration must be a revolution instead of an evolution? Undoubtedly, a revolution is sometimes the only cure for poor methods, but the concern that has been doing a successful business with advertising or without advertising for a number of years is probably following the right methods to a large extent. What is needed is new blood that will build on what has already been accomplished. When the new man insists that all that has been prior to the time when the trumpets announced his appearance was dead wrong, or when the Brand - New - Merchandising - Science Advertising Agency makes it appear that the previous three detective-agency investigations that were made of the advertiser's business were all on false scents and led to a ridiculous conclusion—that the First Aid to the Injured Advertiser should be a new investigation of its own Private Brand—is it any wonder that some manufacturers who have managed to pay dividends for a dozen or a score of years wonder if the advertising man's ancestors did not sell the gilded brick?

Not so long ago an able agency man of first-class experience innocently asked a successful executive who is rather sceptical of the benefits of advertising: "Have you looked into our method of analysis?" The inference seemed to be that his agency had an exclusive, patented kind of analysis that yields unusual results, also that the man before him had been doing business without analyzing conditions. Analysis, in advertising practice, means only the getting of all the pertinent facts and then thinking out a conclusion. Why make a mystery or an exclusive thing of it?

"Russian Life" Goes to Chicago

Russian Life, published in Detroit for the last six years, has been moved to Chicago.

Fights Newsprint Export Embargo

In full-page newspaper advertising the Parsons Trading Company, New York, combats the proposed embargo on the exportation of newsprint paper, which was urged last week at the A. N. P. A. convention.

The vital need of popular education, through newspapers throughout the world, was pointed out and the suggestion made that American newspapers might well sacrifice part of their supply of paper, if needed, to supply the foreign press that is dependent on this country's mills.

"Newsprint paper, moreover," the advertisement continues, "is the basis of our foreign trade. At this time when our Government and economists are showing us why, for our commercial existence, we should trench ourselves abroad, an embargo on newsprint would strangle the very life of this trade—trade that has been built up by the exporters of the country through grueling and often despairing competition."

"How would we look upon a nation that withheld from us a necessary commodity, especially when that commodity was being used in their favor? Would we continue friendly? Would we look favorably upon any of its other products?"

"The War Trade Board is keeping careful watch that no newsprint paper gets into unsympathetic hands—but it does not seek to destroy what the prosperity of every manufacturer, merchant and laborer must depend on in the peace time to come—wholesome, friendly foreign trade for our products that will keep us a creditor nation."

"Newsprint paper, finally, is the one commodity that is needed at home and abroad to win the war and to hold our trade, and that fact is as clear to the man who reads as it should be to the man who publishes."

"Nautical Gazette" Makes Appointment

George A. March has been appointed business manager of the *Nautical Gazette*, New York. He was formerly South American representative of the *London Times*, and more recently represented in South America a syndicate of American newspapers.

William G. Preston, who has been advertising manager of the *Nautical Gazette* as well as the *Nation*, will hereafter devote all his attention to the latter publication.

Canadian Press Convention in June

The annual convention of the Canadian Press Association, Inc., will be held in Toronto on June 13th and 14th.

AMERICAN MOTORIST

LARGEST CIRCULATION
IN MOTORING FIELD

With quantity plus quality advertisers get in *American Motorist* an exceptional advertising medium circulating in every State in the Union among actual car owners and dealers. Circulation 62,000—98% paid-in-advance subscription—100% mail subscription—no newsstand sales—no subscription solicitors—non-returnable. 8500 increase in mail subscription for last six months.

MAIN OFFICE:

RIGGS BLDG., WASHINGTON, D. C.

Member Audit Bureau of Circulations

Manufacturer of sheet metal ware and specialties, established 30 years, doing \$250,000 yearly; orders ahead and materials for at least a year; ample labor and full equipment; wants to retire. Will form stock company or sell outright. Address "L. G.," Box 128, care Printers' Ink, New York City.

MARTINI

PRINTING CRAFTS BUILDING
461 EIGHTH AVE., NEW YORK

BLOTTERS
STUFFERS

DIRECT BY MAIL ADV.

LE PAGE'S

CHINA
CEMENT

STANDS HOT AND COLD WATER

Classified Advertisements

HELP WANTED

WANTED—By Farm Paper—Advertising Manager. Must be good solicitor, up on agencies, willing to work hard as well as manage others. One who can furnish brains. Address Box 274, Printers' Ink.

Farm paper published in the Middle West wants experienced representative thoroughly familiar with the Eastern Farm field. Give outline of experience, salary or commission, etc. Interviews later. Address Box 266, Printers' Ink.

We are looking for an advertising man or organization to take over the advertising possibilities exclusively on a publication covering Greater New York; circulation 200,000 weekly. Reel and Publishing Company, 727 7th Ave., New York City.

Special Representative Wanted
High-class Catholic magazine, Member A. B. C., in existence 21 years, largest circulation in the militant division of the Church, desires representation east of Buffalo and Pittsburgh. Address Box 278, Printers' Ink.

A large printing establishment in the East specializing in Direct Advertising Service wants a salesman, also copy and idea man. Both positions are splendid openings for a man of high-class ability. Give full details in first letter. Box 268, care Printers' Ink.

Copy Writer

Wanted—Clever copy and layout man who can prepare intelligent, technical matter. An understanding of Casualty Insurance would be desirable. State details as to age, salary, experience, etc. Box 273, care Printers' Ink.

Live wire newspaper reporter—
Splendid opportunity on big City Daily, must have good address and be keen for future prospects. Address Box 261, care Printers' Ink.

WANTED—Owing to a change a large printing plant in western Pennsylvania wants a first-class estimator, buyer and layout man, to begin about May 15. Must be above draft age and under forty. A Methodist preferred. Liberal wages. Address, Ptblg., Box 264, care Printers' Ink, giving age, experience and reference of two recognized plants.

WANTED: We have an opening for a young man in our editorial department. He should be a civil engineer or a contractor's superintendent; experience in construction work is necessary. He must be an American with ambition and good address, must write well. The right man may be assured of promotion. Contracting Publishing Corporation, 233 Broadway, New York.

Wanted—Competent pressman on newspaper with four-deck, four-color Hoe press, circulation 20,000. Give complete history of past experience in first letter. "B," Box 282, care Printers' Ink.

MISCELLANEOUS

When you think of Hardware Dealers think of the Hardware Dealers' Magazine, The Open Door to the Hardware Stores of the World. Write for sample. 253 Broadway, New York City.

I. C. S. Advertising Course
complete, for \$67.75. Exceptional opportunity to get this course at a 40% saving. Address Box 280, care Printers' Ink.

Ph. Morton

OCEAN to OCEAN

CINCINNATI

A remarkable opportunity in the Agricultural Publishing field may be opened shortly by military demands on the organization of a Farm Paper in the Middle West. Foresight prompts the Directors to invite proposals for outright purchase or applications for the General Manager's position from men with capital or experience, preferably both. Write for particulars or an appointment, stating intentions and qualifications. Address Box 265, P. I.



SELLING AID CUTS insure better returns—high-class artwork at cost of plates only. Attractive, dignified illustrations for putting more pull in house organs, sales bulletins, ginger talks, enclosures, folders, letters, postcards, circulars, dealer helps. Send 25c today for cut book and thirty-two free plans for using cuts—rebated on first order.

Selling Aid, 609 S. Clark St., Chicago.

Notice is hereby given that the annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election for the ensuing year and for the transaction of such other business as may properly come before the meeting, will be held in the office of the Ripans Chemical Company, 10 Spruce St., Borough of Manhattan, City of New York, on Monday, May 13, 1918, at 12 o'clock noon. Chas. H. Thayer, Pres.

ADVERTISERS AND PUBLISHERS

A fully-equipped, self-supporting and thriving Photo-engraving House would like to get in touch with some advertiser, publisher or advertising agency whose engraving bill runs up to a considerable figure. To the enterprising advertiser or publisher who is desirous of obtaining first call in service coupled with the very highest grade of quality as well as a substantial interest in a well-paying concern this is an opportunity. Box 283, care Printers' Ink.

POSITIONS WANTED

Wish to get in touch with successful daily or monthly publishers who want efficient Western representation that produces results. W. E. HERMAN, 30 N. Dearborn St., Chicago, Ill.

"SEASONED" COPY WRITER

Backed by 7 years' varied experience. Three years with largest advertising agency in U. S. Age 33. Box 277, care Printers' Ink.

Secretary—sales letter writer—studying advertising at Columbia University—executive ability—would be valuable assistant to busy executive—publishing house experience. Box 263, P. I.

ARTIST

Versatile, experienced, knows engraving, printing; take charge department, run it economically. Frew, 360 W. 58th st., N. Y.

LAYOUT AND COPY MAN

Young college man, rejected in draft, thorough and conscientious worker, with commonsense ideas and native ability to write, desires opportunity with New York organization. Can begin immediately. Write Box 281, care Printers' Ink.

First-class, experienced advertising solicitor and manager, reliable worker, favorably acquainted throughout Eastern territory, offers services on general or class publication; letters confidential. Box 279, Printers' Ink.

Business woman who has made same territory with same line for three years, wants new line. (It has been her job to meet with committee of business men and, with competitors there, to get a contract.) She types from dictaphone. References to well known business men. Write Box 272, care Printers' Ink.

SALES-ADVERTISING MANAGER

Extensive mail-order advertising and selling experience. Has also originated and directed national advertising and selling campaigns involving salesmen, jobbers and dealers. Will consider new proposition if worthy. Salary, \$3600. Family man—age 35 years. Box 267, care Printers' Ink.

I AM THIRTY YEARS OLD AND A SALES MANAGER FOR A MILLION DOLLAR COMPANY

I am tired of traveling all over America and being denied the only real satisfaction of building a place for myself in a regular business community. At twenty-two I operated a business of my own and sold it profitably. I understand production, sales and credits. I am now and have been for the past few years managing and operating about one hundred salesmen and fourteen branch houses and understand sales plans, advertising and sales methods thoroughly. I would be very valuable to a business that needed increased sales and decreased costs or would be a valuable assistant to the executive of a big business. The price doesn't make so much difference. I am looking for an opportunity. Box 260, care Printers' Ink.

Experienced advertising manager seeks change. Age, 38 years. Thoroughly conversant with automobile tire and accessory field. Capable of developing advertising to full co-ordination with sales. Has good record of results produced. Wishes responsible position only. Address Box 270, care Printers' Ink.

Advertising Copy Writer

For the agency or ad department with room for capable, promising copy man, I will prove a good investment. Age 25, college graduate, 2 years' copy and service experience with good agency. Leaving present position because limited. My principals recommend me. Third class draft. Box 276, care Printers' Ink.

NEW ENGLAND REPRESENTATIVE

Class, Trade, Technical, National Magazines. Advertising Solicitor-Manager, age 34, married. 14 years successful business record and favorable acquaintance with New England advertisers—controls many large accounts—seeks connection with publishers having an opening for a \$5000 man. Prefers to make headquarters in Boston. Box 259, P. I.

Business Builder

I have a record as a progressive, productive, tactful business-getter; forceful correspondent, resourceful negotiator, trained to exercise judgment, advertiser with ideas, adaptable, systematic, accustomed to handling successfully many details, owing to war developments ready for new connection. American, aged 40. Box 271, P. I.

Sales manager of large Eastern specialty corporation who has made a successful record in East is desirous of locating on West Coast; thoroughly experienced in sales plans and management, advertising, etc. Fully competent to exploit intelligently any high class product. Agency or branch house of well-established business will be considered; or could successfully establish agencies for manufacturer desiring to enter western field. Will be available Sept. 1, 1918. Address 2626, care Lock Box 134, Buffalo, N. Y.



DEPARTMENT AND SPECIALTY STORE ADVERTISING MANAGER

now connected, seeks new affiliation. Thoroughly trained, conscientious, capable executive. Brilliant and forceful copy producer. Individual layout man. Keen space buyer. Constructive merchandizer. 35 years; clean record; will go anywhere. Consider proposition doing upwards of five million dollars per annum. Box 262, care Printers' Ink.

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we have the
largest staff
of *recognized*
Poster Experts
backed by the
facilities and
equipment to
enable you to
get the utmost
efficiency out
of the Poster
Medium  

Thos. Cusack Company

CHICAGO

NEW YORK

Largest Advertising Company in the World



PRINTERS' INK

The Chicago Territory

**occupies less than one-eleventh
of the area of the United States.**

BUT

- has one-sixth of the population.**
- possesses one-fifth of the
total wealth.**
- raises one-fifth of the farm
crops.**
- mines one-seventh of the coal
and ores.**
- produces one-fifth of the man-
ufactures.**

**The above significant figures are
taken from one paragraph in a 36-
page compilation of statistics of
interest to advertisers. Write for
BOOK OF FACTS—a reference work
that you need.**

The Chicago Tribune

(The World's Greatest Newspaper)

(Trade Mark Registered)